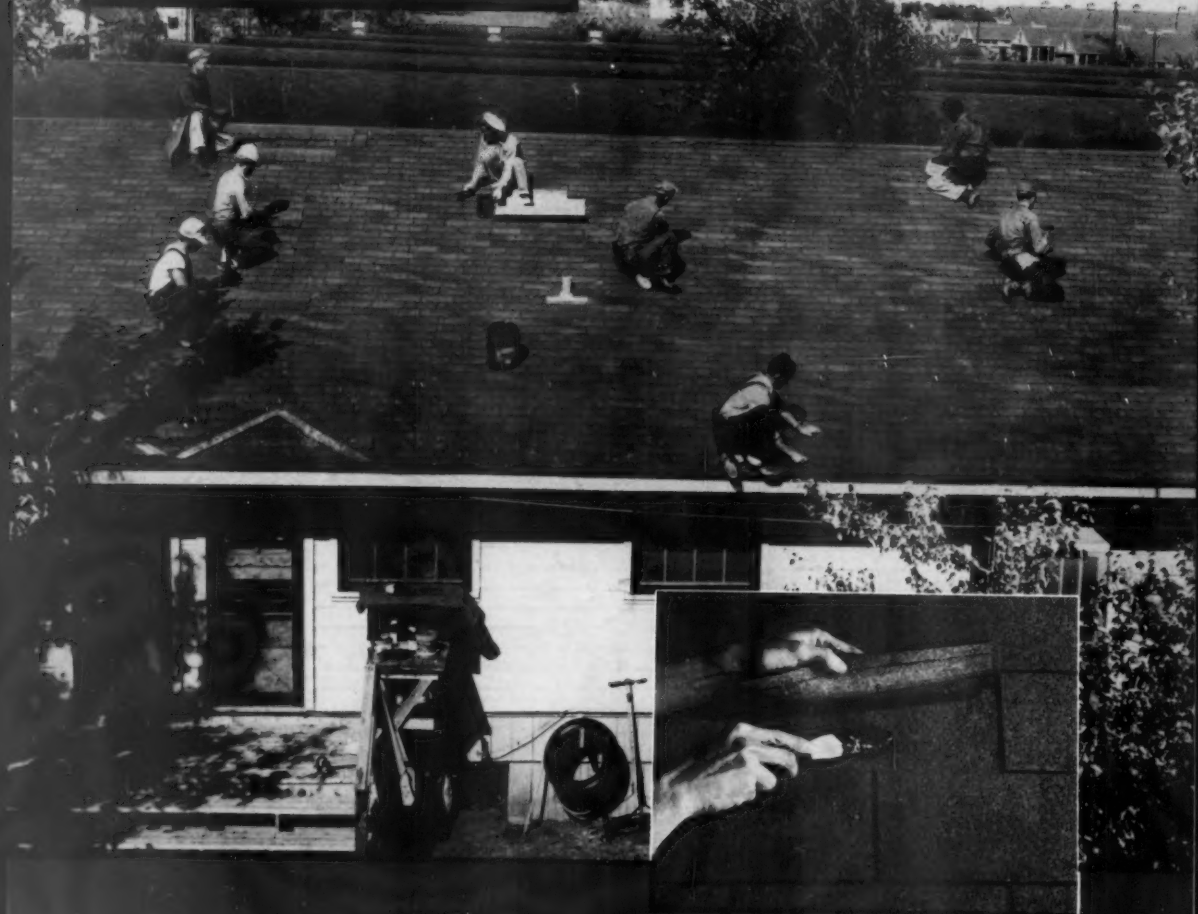


42nd YEAR

AMERICAN ROOFER & SIDING CONTRACTOR



September, 1952

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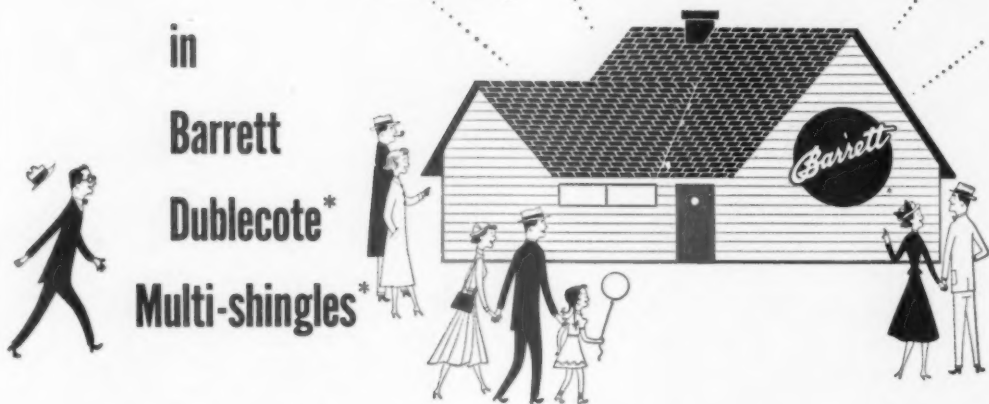
Sliding In His Front Back Door
WHO Pays Damages When A Child Is Hurt?
Double Aspect? Single Problem

Now...more business for you in
lighter, "whiter," asphalt shingles by Barrett...

Pastel Colors

For the newest in roofing look to BARRETT...the greatest name in roofing

in
Barrett
Dublecote*
Multi-shingles*



Right in line with popular demand, right in line with the trend toward airy, fresh and fashionable shades—Barrett's new pastels are loaded with eye appeal for your customers, new profits for you. Now, Pastel Bluegrain, Pastel Greengrain, Pastel Redgrain and White are added to the popular family of DUBLECOTE MULTI-SHINGLE colors.

Add this new color story to Barrett's proved record of leadership in asphalt shingles and you've got a *real* selling punch. You're selling *beauty*, in these shimmering, silvery tones. You're selling new *practicality*, too, because these pastels keep homes cooler in summer by more effectively

reflecting the sun's burning rays. And, as always, you're selling quality—by the greatest name in roofing—BARRETT. Why not send for free samples today and let these good-looking shingles tell their own story? You'll agree that "seeing's believing."

There's a shingle for every need in BARRETT's complete line! Conventional shingles, locking shingles—a wide variety of styles, in second-to-none colors.

Don't miss the profit possibilities in all BARRETT building products—5.15" roofing, EVERLASTIC® roll roofing, insulated siding, damp-proof coatings, roof cement and coating, sheathing and building papers, built-up roofing, rock wool insulation.

BARRETT DIVISION
ALLIED CHEMICAL & DYE CORPORATION
40 RECTOR STREET, NEW YORK 6, N. Y.

*Reg. U. S. Pat. Off.

205 W. Wacker Drive
Chicago 6, Illinois

1327 Erie Street
Birmingham 8, Alabama

36th St. & Grays Ferry Ave.
Philadelphia 46, Pennsylvania

In Canada: The Barrett Company, Ltd.
5551 St. Hubert Street, Montreal, Quebec

Make Money and Make Friends... with REYNOLDS *Lifetime* ALUMINUM FLASHING



"Easier to cut,
trim, shape—
best profit-maker
for me!"

"Costs far less
than any other
rustproof flashing—
best buy for
the customer!"

Owner, roofer, contractor... everybody's happy when you use the flashing that does the best job for less money—rustproof, non-staining Reynolds Lifetime Aluminum. Looks best, too! Check your supplier for types listed, all in smooth mill finish.

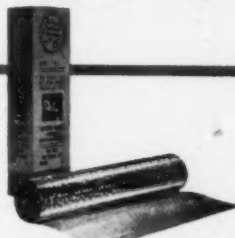
50-Foot Rolls—14", 20" and 28" widths, .019" thickness. (26 U. S. Std. gauge).

Flat Sheet, 28" wide, 6', 8', 10', 12' lengths. All-purpose display cartons of ten 18"x48" sheets, .019".



REYNOLDS Lifetime ALUMINUM GUTTERS & DOWNSPOUTS

Rustproof permanence and stain-free beauty at low price. Easy to put up with slip-joint connectors—no soldering. 5" Ogee and Half-Round, smooth or stippled. Also 6" Industrial Half-Round. Complete accessories.



REYNOLDS ALUMINUM REFLECTIVE INSULATION

It's easy to add that extra insulation sale with this attractively embossed foil-on-kraft-paper. High efficiency without bulk. Perfect vapor barrier, too. 250 square feet in one 15-lb. roll... 25", 33" and 36" wide.



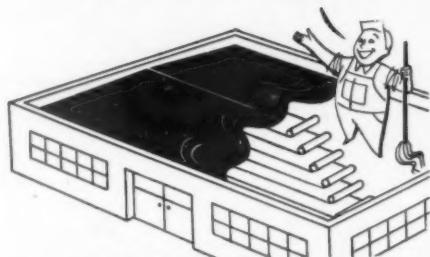
REYNOLDS Lifetime ALUMINUM NAILS

Essential with aluminum, best for all wood and composition roofing. Can't rust. Can't stain. Almost three times as many nails per pound. Types and sizes for every roofing use, also for siding and wallboard.

Military demand for aluminum limits supply, but Reynolds is rapidly expanding capacity. Keep checking your supply source. For additional information, write to Reynolds Metals Company, Building Products Division, 2004 South Ninth St., Louisville 1, Kentucky.



REYNOLDS ALUMINUM



Yes—it's a Flexstone* Roof

Each ply is a flexible covering of stone!

The secret of a Johns-Manville Flexstone Built-Up Roof is in the *felts*. They're made of fireproof, rotproof, weatherproof, enduring *asbestos*.

Flexstone Built-Up Roofs won't dry out from the sun . . . need no periodic coating. They're *smooth-surfaced*, too—permit thorough drainage, make any damage easy to locate and repair. They are engineered to each job . . . applied only by *J-M Approved Roofers*. J-M Asbestos felts are perforated to make application easier, give a smoother job, conform better to roof decks.

For your added protection, the Johns-Manville Asbestile® System of Flashing insures proper treatment of all critical

areas. Asbestile is a heavy-bodied plastic cement designed for use with asbestos flashing felts to give thorough watertightness. As it sets, Asbestile becomes hard and forms an integral part of the wall itself.

To eliminate slag or gravel on dead-level or low-pitched roofs, Johns-Manville has developed a new smooth-surfaced asbestos roof called Flexstone Special Built-Up Roof.

Send for brochure BU-51A. Contains complete specifications for Flexstone Roofs and Asbestos Flashing System. Johns-Manville, Box 158, Dept. AR, N.Y. 16, N. Y.



*Reg. U. S. Pat. Off.

Made of ASBESTOS

Johns-Manville FLEXSTONE Built-Up Roofs

ASBESTOS CORRUGATED TRANSITE® • ACOUSTICAL CEILINGS

DECORATIVE FLOORS • MOVABLE WALLS • ETC.

NOW—LIFETIME FINISHING FOR EXTERIOR WALLS

Shot from a Gun!

AFTER

BEFORE

Pressure-Sealed to Sidewalls in One Low-Cost Application. This revolutionary finish is shot on by powerful air pressure—fills cracks and holes, hides ugly flaws, gives a beautiful texture that's actually thicker than 10 coats of paint! Applied without fuss, must, or odor.

ASBESTOS

Kenitex

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**THE MOST WANTED
—MOST IMITATED
ORIGINAL EXTERIOR COATING**

DEALERS—DISTRIBUTORS

Completion of another new 1½ acre West Coast plant permits us to make a few more exclusive territories available.

WRITE, WIRE OR PHONE TODAY!

FOR OLDER HOMES—Asbestos KENITEX bonds perfectly to stucco, brick, block, frame and stone—hides old flaws yet retains original lines.

FOR NEW HOMES—This long-lasting finish retains its beauty year after year without chipping, cracking or peeling!

FOR COMMERCIAL BUILDINGS—Asbestos KENITEX avoids costly maintenance; keeps new looking!

KENITEX has been laboratory-tested and used by the most prominent industrial concerns, as well as applied to over 100,000 homes from coast to coast!

- ▶ **DISTINCTIVE NEW BEAUTY!**
... your choice of modern colors!
- ▶ **NEVER NEEDS PAINT**
- ▶ **FIRE RETARDANT—WATERPROOF!**
- ▶ **INSULATES AGAINST HEAT AND COLD!**
- ▶ **INCREASES BUILDING'S VALUE!**
- ▶ **LIFE EXPECTANCY 15 TO 20 YEARS!**
... without chipping, cracking or peeling!

Manufactured by the Kenitex Corporation, world's largest exclusive manufacturer of exterior coatings.

GET INFORMATION TODAY ON THIS "NEW MAGIC FOR OLD HOMES."



Kenitex Corporation
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Los Angeles 16, Calif.

Your Name _____
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Street _____
City _____ Zone _____ State _____

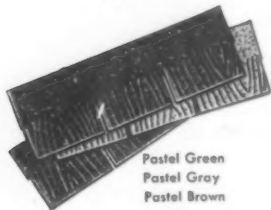


Lucky You

if you're well stocked with these popular USG Thick-Butt Blends to meet the big fall roofing demand!

DO IT TODAY—STOCK UP TODAY.
Contact your U.S.G. Representative or write to United States Gypsum, Dept. 142, 300 W. Adams St., Chicago 6, Ill.

*U. S. Pat. Reg. U. S. Pat. Off.



UNITED STATES GYPSUM

The Greatest Name in Building

RUBEROID REPORTER

NEWS OF INTEREST TO THE TRADE • Published By The RUBEROID Co., • 500 FIFTH AVENUE, NEW YORK 36, N. Y.

SHADOWEDGE "DOUBLE-COURSING" GIVES COLOR-GRAINED SIDING ADDED LUXURY

Photos Demonstrate The Matchless Beauty Of Heavy Shadow Lines

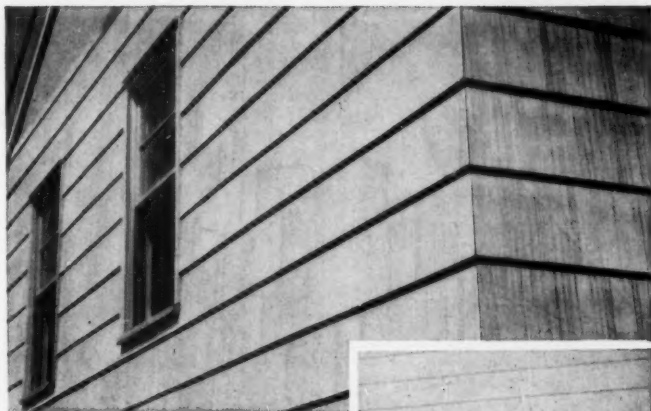
Now, ShadoWedge, a new tapered undercoursing strip, teams up with Color-Grained Siding for the ultimate in sidewall beauty — warm, friendly color dramatically accented by rich, deep shadow lines. Your customers found exciting new beauty for sidewalls when Ruberoid introduced them to Color-Grained Asbestos-Cement Siding. This revolutionary shingle with its unique combination of soft duo-tone shades and "shake" texture won universal acclaim with home owners and applicators. But wait until you show them Color-Grained at its "Sunday Best" — applied over ShadoWedge.

Double Dividends

When you feature Color-Grained Siding applied over ShadoWedge, you are sure to increase your siding sales. The photographs above give you an idea of the big difference that ShadoWedge makes in sidewall appearance. This big difference can be reflected in your sales figures, too, because it has been proven that appearance is the first consideration in any siding job. Best of all, with each sale you get the extra profits from selling ShadoWedge. It's a real double dividend that pays off for you with more sales and bigger sales.



ShadoWedge Undercoursing Strips Are Easy To Apply Over Any Sheathing Material. There's no need for sheathing paper or joint strips. It provides a cushion for the overlapping course, which leads to tighter nailing and minimizes breakage.



*Color-Grained Siding
WITH SHADOWEDGE*

*Ordinary Asbestos Siding
WITHOUT SHADOWEDGE*



What is ShadoWedge

ShadoWedge is a tapered asphalt strip 12" x 36" that is 1/16" thick at the head and 5/16" thick at the butt. The thicker base thrusts the lower edge of the shingle forward, producing a realistic thick-butt appearance with the heavy shadow lines that contribute so much to sidewall beauty... make any shingle or lapped siding look more costly and luxurious. ShadoWedge is easy to apply over any sheathing material and, in addition, it provides greater insulation, tighter nailing and a shingle cushion that reduces breakage. What's more, ShadoWedge eliminates the need for sheathing paper, joint strips and backer felt.

Designed for Color-Grained

You can recommend ShadoWedge as an undercoursing for many types of sidewall material. But Ruberoid developed it particularly for use with Color-Grained Siding. In its role of

"siding salesman", you'll find that ShadoWedge works hardest for you when it is combined with Color-Grained Siding. You can make "beauty" your prime selling point and know that there is nothing else on the market to match it. But don't overlook the added advantages of economy, durability, fire resistance and insulation.

Get The Business

Use the Ruberoid Color-Grained Siding Visualizer to help open the door to new sales opportunities. The Visualizer, available at a nominal price, is one of the most effective sales tools ever developed for specialty selling. With it, you'll have a prospect trying his own hand at combining colors. Then follow up with a display board showing Color-Grained Siding and ShadoWedge combined. See your Ruberoid salesman about the sales opportunities in selling "color" and "shadows."



U. S. Patent No. 2,503,246

FOR THE ROOFER

PROFITABLE — MORE
SQUARES PER DAY —
CUTS OPERATING COSTS.

FOR THE WORKER

LIGHT WEIGHT — NO
HAZARD—A WORKING
PLEASURE.

FOR THE CUSTOMER

COMPLETE SATISFAC-
TION, MORE FOR HIS
ROOFING DOLLAR, NEW
ROOF PERFORMANCE.

LABORATORY DEVELOPED—

Addex Liquid Asphalt #460, re-
inforced with a non-rotting glass
mesh, (as steel in concrete) gives Roof-
Shield 10 times more strength than con-
ventional asphalts. Roof-Shield will not
crack nor blister.

WRITE FOR SAMPLES, DESCRIPTIVE
LITERATURE AND SPECIFICATIONS

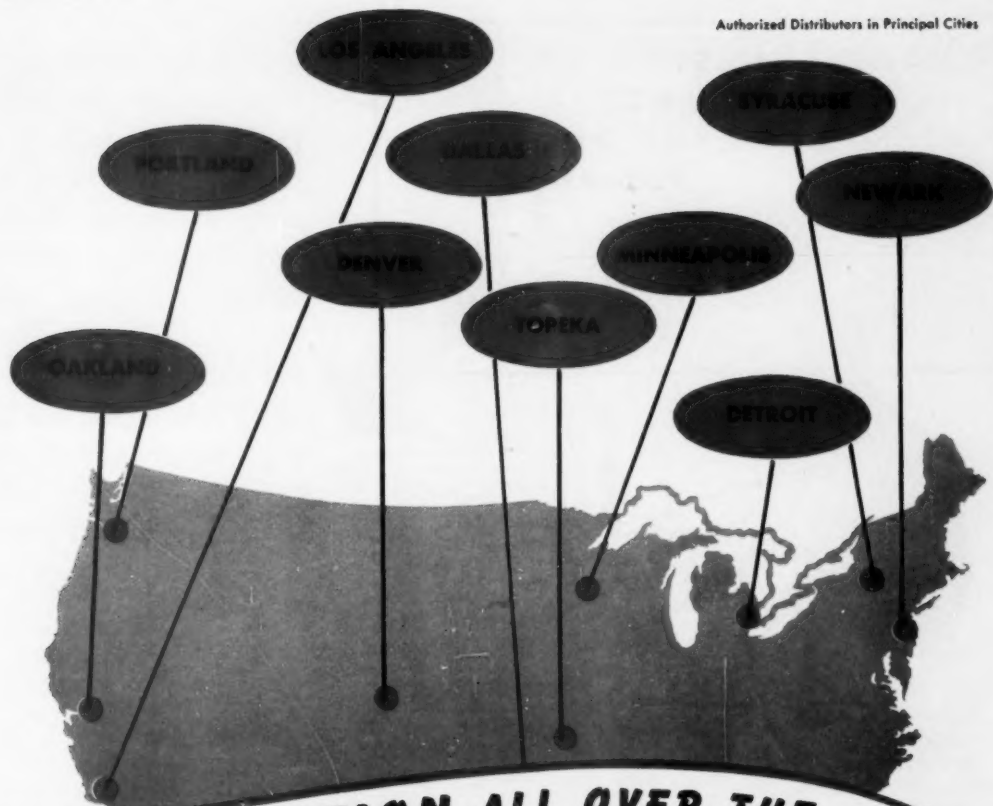
ADDEX CORPORATION

10312 WILBUR AVE.
CLEVELAND 6, OHIO



Shown above are actual photos of Addex Roof-Shield —
on the job, by brush or spray — Roof-Shield follows contours
of roof, flashing, coping and parapet walls. Here listed are
some typical installations — Republic Steel • Timken Roller
Bearing Co. • Standard Oil • Midland Steel • U.S. Army
Air Force • U.S. Navy • and many others.

Authorized Distributors in Principal Cities



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the modern exterior coating

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Banish profit-eating delay on your mastic jobs! Now you can have America's finest mastic delivered from one of our newly established distribution points as quickly as you sell it ... and Atomastic sells fast!

Pressure-sprayed mastic sidewall coatings are here to stay. Cinch down your share of this profitable business with Atomastic, proven by nation-wide performance to be tops in the field for reliability, quality, reputation and sales appeal. Our factory representative will train your salesmen and applicators. Write today for full information.

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GREATER PROFITS!
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Check the boxes opposite products or services about which you want information. Fill out the coupon. You will receive **FREE** the latest **BOOK-LETS**, catalogues, information and details from the manufacturers. Do It **NOW** while you are going over the list, and send to American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.

Check Numbers Wanted — Fill in Coupon — Tear Off and Mail

American Roofer & Siding Contractor
 425 Fourth Avenue
 New York 16, N. Y.

Send me facts on the items checked.

- | | | |
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| <input type="checkbox"/> 1. Aluminum Roofing | <input type="checkbox"/> 33. Insulation, Sprayed | <input type="checkbox"/> 43. Plastic Waterproofing |
| <input type="checkbox"/> 2. Asbestos Cement Shingles | <input type="checkbox"/> 34. Kettles and Pumps | <input type="checkbox"/> 44. Roof Coatings |
| <input type="checkbox"/> 5. Asphalt Roll Roofing | <input type="checkbox"/> 36. Knives, Roofing | <input type="checkbox"/> 45. Roofing, Asbestos-Cement Corrugated |
| <input type="checkbox"/> 7. Asphalt Siding | <input type="checkbox"/> 37. Ladders | <input type="checkbox"/> 66. Roofing & Building Specialties Manual |
| <input type="checkbox"/> 9. Backer Board | <input type="checkbox"/> 39. Louvers | <input type="checkbox"/> 48. Scaffolding |
| <input type="checkbox"/> 14. Caulking Compounds & Guns | <input type="checkbox"/> 70. Mechanical Gravel Spreaders | <input type="checkbox"/> 50. Simulated Stone Siding |
| <input type="checkbox"/> 15. Caulking, Pre-Moulded & Closures | <input type="checkbox"/> 40. Membrane Fabric | <input type="checkbox"/> 69. Sprayed Sidewall Resurfacers |
| <input type="checkbox"/> 16. Cutters, Shingle & Siding | <input type="checkbox"/> 72. Metal Awnings | <input type="checkbox"/> 59. Tools, Catalogs of |
| <input type="checkbox"/> 19. Cold Process Roofing | <input type="checkbox"/> 41. Mops & Yarns | <input type="checkbox"/> 60. Underlayment for Roofing & Siding |
| <input type="checkbox"/> 21. Decks, Roof, Precast Gypsum Slab | <input type="checkbox"/> 42. Nails | |
| <input type="checkbox"/> 25. Felt Laying Machines | <input type="checkbox"/> 71. Prevent Burns | |
| <input type="checkbox"/> 64. Flashing Fabric | | |
| <input type="checkbox"/> 27. Gutters, Eaves Trough, Leaders & Downspouts | | |
| <input type="checkbox"/> 28. Hoists & Derricks | | |
| <input type="checkbox"/> 29. Hot Stuff | | |

Other Items _____

September, 1952

Name

Firm

I am a.....

.... ☐ Contractor; ☐ Dist.; ☐ Mr.

Address



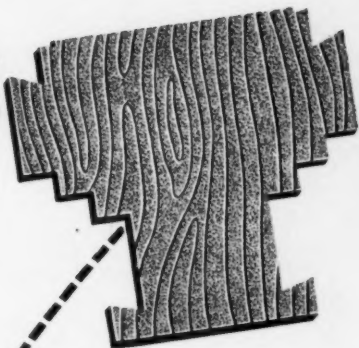
DOUBLE COVERAGE —all-purpose

Tops for new construction or re-roofing, for farm and commercial buildings, churches, schools and homes. This heavy duty, interlocking shingle puts more than two layers of shingles over the entire roof area. And it stays put come high winds or heavy weather! Fire-resistant of course. (230 lbs., 120 shingles, 3 bundles—per square.)

NO BETTER SHINGLE VALUES ON THE MARKET TODAY!

SINGLE COVERAGE —re-roofing

It's built like its big brother and cut from the same heavy sheet. The difference is in the cut, which provides greater exposure, thereby requiring fewer shingles. It's the same interlocking type with concealed nailing at four points — ideal for long life, low cost re-roofing. It goes on right over old shingles and stays put! Like Double Coverage—it comes in plain or textured surface, attractive solid colors and beautiful color blends. (170 lbs., 96 shingles, 2 bundles—per square.)



TEXACO'S TIME-TESTED, TOP-PERFORMING

TEX-LOK

asphalt shingles

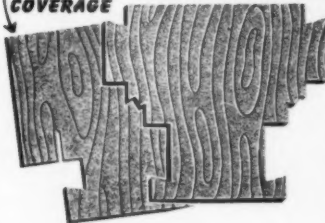
Here's one type shingle that will answer a great majority of your customers' needs—for old or new construction—and especially for high-wind areas where locked-down construction is a must. Show and sell TEX-LOK—Single or Double Coverage. You'll turn more roofing prospects into customers with these shingles that carry the name millions know and trust—Texaco.

★ ★ ★

TEX-LOK shingles are available in the areas served from roofing plants located at Lockport, Illinois; Port Neches, Texas; and Port Wentworth, Georgia.



DOUBLE COVERAGE SINGLE COVERAGE



In the Northeast it's TEX-LATCH

Tex-Latch is similar to Tex-Lok except in methods of locking tabs. Double Coverage: 230 lbs., 120 shingles, 3 bundles—per square. Single Coverage: 170 lbs., 96 shingles, 2 bundles—per square. Tex-Latch shingles are available from the Edge Moor, Delaware roofing plant.



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Roofing Siding and Building Specialties Manual

The only reference volume of its kind in this field. So valuable that many roofing contractors and building specialty dealers order copies for every one of their key men. The **MANUAL** is full of up-to-the-minute data that can help you dozens of ways to make more money. A **SINGLE PAGE** can be worth **FAR** more than the purchase price to you.

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If you have a product to sell the contractors and dealers who read the **MANUAL**, who use it constantly as a reference book, drop us a line for advertising rates and marketing information.

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- ★ COMPLETE DISCUSSION OF SUCH SPECIALTY ITEMS AS COMBINATION WINDOWS, ALUMINUM AWNINGS, JALOUSIES, PLASTIC TILE.
- ★ COMPLETE SECTIONS ON SELLING, TRAINING SALESMEN ADVERTISING, BUILDING YOUR VOLUME, etc.

150 pages crammed full of valuable information on **EVERY** phase of your business. Every contractor and dealer will want copies to help him make more money.

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COMPANY
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*For mortar joint or face nailing
of shake design and other types
of insulated sidings*



Two types of aluminum insulated siding nails are available. Etched aluminum finish for light colored siding and light mortar joints—ALROK (dark) finish aluminum for dark colored siding and dark mortar joints. Both finishes are supplied in 2" and 2½" lengths.



**DARK
SURFACE COLOR
LIGHT COLOR JOINTS**

Use ETCHED finish aluminum nails for joint nailing.



**LIGHT
SURFACE COLOR
DARK COLOR JOINTS**

Use ALROK finish aluminum nails for joint nailing. ETCHED finish aluminum nails for face nailing.



**DARK
SURFACE COLOR
DARK COLOR JOINTS**

Use ALROK finish aluminum nails for either surface or joint nailing.

NICHOLS "Never-Stain" ALUMINUM INSULATED SIDING NAILS are available in either plain or ALROK finish in 50 lb. cartons and convenient boxes of 1600-2" nails sufficient for applying 5 squares. Also available is a complete line of rust-proof aluminum nails for applying roofing, cedar shakes, asbestos siding, and aluminum siding. Write for prices, samples, and descriptive literature.

Attention INSULATED SIDING MANUFACTURERS!

Are you among the many leading manufacturers who include NICHOLS "Never-Stain" ALUMINUM NAILS with your products? There is no better way of protecting the beauty and life of your product. Write today for complete information.



Sales Features OF NICHOLS NEVER-STAIN ALUMINUM INSULATED SIDING NAILS THAT HELP YOU CLOSE A PROSPECT *Easier and Faster*

- ★ They are RUST-PROOF and will outlast the building itself.
- ★ They will never cause unsightly rust stains and streaks that mar the beauty and color of siding materials.
- ★ They are practically invisible in either joint or face nailing.
- ★ They are made of a strong aluminum alloy. Easy to drive. Greater holding power. No coating to chip off. Meet FHA requirements.

They are nationally advertised and pre-sold to over 10,000,000 readers monthly in such magazines as TIME, BETTER HOMES & GARDENS, AMERICAN HOME, SUNSET, SMALL HOMES GUIDE and POPULAR SCIENCE.

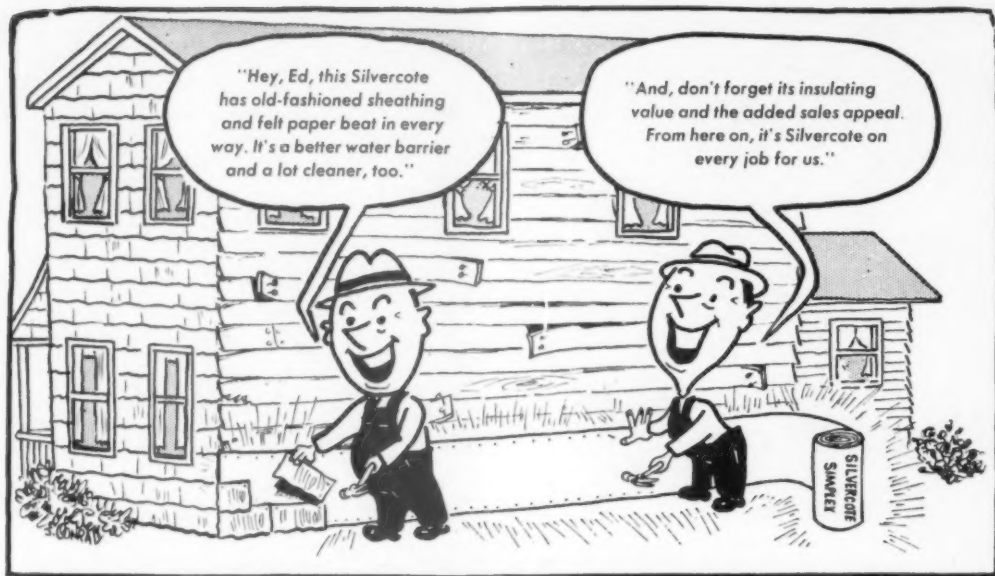
Profit by tying-in with this campaign

NICHOLS "NEVER-STAIN" ALUMINUM INSULATED SIDING NAILS ARE AVAILABLE THROUGH INSULATED SIDING MANUFACTURERS AND LEADING JOBBERS EVERYWHERE.

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field, Mass. • Oakland, Calif. • Cincinnati, Ohio • Seattle, Wash.



If you want cleaner hands... A cleaner job... Eliminate the job of cleaning up siding... Then use Silvercote

LET SILVERCOTE PUT YOU IN THE PROFIT PICTURE

Smart roofing and siding men are switching to Silvercote Simplex reflective sheathing paper. There are a lot of good reasons why they are... and you should too! Silvercote is a reflective insulating material that's cleaner and easier to handle than ordinary sheathing and felt paper! It comes in rolls of 500 sq. ft. It has a lot of plus value for both you and your customer.

- (1) Silvercote Simplex is a water barrier of superior characteristics... It's also a breather sheet that meets FHA sheathing paper specifications.
- (2) Silvercote is a reflective insulation that does not interfere with television or radio reception... is a non-conductor of electricity... is fungus and mold resistant.
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- (5) Silvercote is a time-tested product that is the choice of leading contractors and builders throughout the country.
- (6) Silvercote has a proven performance record for use in homes, industrial and farm buildings. It is also specified by the leading manufacturers of refrigerated railroad cars and trailer coaches.
- (7) Where an insulating vapor barrier is needed, Silvercote Duplex and Silvercote Flexray both meet FHA specifications.

You can get several dollars more per square with Silvercote; do a better job, and have a real plus value to sell every customer.

FREE: Write for free samples, complete information and new booklet "How to Sell and Install Silvercote." Act at once, to assure yourself of a greater profit for the same amount of work. Check into Silvercote today.



While You're on the Job

Whenever you have a roofing or siding job in progress—be sure to tell your customer about the advantages of installing Silvercote Simplex on the underside of the roof rafters. Silvercote reflects 83% of heat rays. It can be installed over other insulation or by itself. It's another Silvercote plus to put you in the "PROFIT PICTURE."



Silvercote is distributed by
BIRD & SON
and
THE FLINTKOTE CO.



SILVERCOTE®

REFLECTIVE INSULATION

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Silvercote Products, Inc.

161 East Erie Street
Chicago 11, Illinois

Gentlemen: Please rush me free samples and booklet "How to Sell and Install Silvercote."

Name _____

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City _____ State _____

Nailing It Down

RECENTLY a report on the "middle-aged" house was carried in "Life" magazine, and in many daily newspapers, which confirmed and added to our own findings in "A Market Report on the Roofing and Siding Industry," published last Fall.

The new survey was brought out by the Minneapolis-Honeywell Regulator Company of Minneapolis, Minnesota. According to reports, the Survey showed that about half of U. S. homeowners live in houses 30 years old or older. This compares with our own report that there are 42,000,000 standing houses in the United States, of which some 23,000,000 were built up to 1920.

The M-H survey reveals that it is easier to purchase a "middle-aged" house than almost any other in the U. S. Sales of older homes topped those of new homes by more than 50 per cent in the past five years, says the M-H survey, and adds that the demand is steadily increasing.

This is information for the re-roofing and re-siding contractor to remember and use in canvassing for business. Many a middle-aged home is on the market today, or soon will be.

Here is where the contractor can make his pitch, for, as the "Life Magazine" article points out in words and pictures, the sales price of a middle-aged home can easily be doubled by adding only a few hundreds or thousands of dollars in repairs and remodeling. Of course the roof and the siding are always important parts of such "marketing" innovations, and the canvasser has to convince the homeowner of this truism.

Absence of a contractor-reader guest columnist this month does not by any means indicate that the practice of printing 200 words of wisdom or more from one of our readers each month has been discontinued. On the contrary, the article sent in to us this month by Joseph E. Somerset of Watertown, Mass., Past President of a national roofing association, was of such timeliness and interest that it appears this month as our editorial lead story. More of these significant comments are herewith earnestly solicited.

AMERICAN ROOFER

and SIDING CONTRACTOR

Devoted to Roofing ★ Siding ★ Insulating ★ Waterproofing

Publishers of
Roofing, Siding & Building Specialties Manual

Vol. 42

SEPTEMBER, 1952

No. 2

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STANLEY R. KERMISH, Vice-President

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TABLE OF SIZES

SIZE	THICKNESS
24" x 50"	$\frac{1}{2}$ "
24" x 50"	$\frac{3}{4}$ "
24" x 50"	1"
24" x 50"	$1\frac{1}{2}$ "
24" x 50"	2"



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AMERICAN ROOFER & SIDING CONTRACTOR

SEPTEMBER

1952

"Free lance roofing deals hurt industry as well as homeowners"

Says **JOSEPH E. SOMERSET**
Pres., The Home Remodeling Co.
Watertown, Massachusetts

The unconnected salesman who makes a sale of roofing or siding and then looks for someone to handle his paper and do the job for him; the financing company which will accept questionable paper that other financing companies have turned down, and will work in conjunction with the free lancer; and the distributor who will lend out equipment to do the job, being satisfied to take what is left out of the free lancer's deal; these are the individuals with whom Joseph E. Somerset is concerned in the article that follows.

Mr. Somerset has solved the problem in his Home Remodeling Company by dividing his organization into three parts: selling, applying and managing. He here tells how this has given him a measure of control. The article is an out-growth of our requests for contributions to the *Nailing It Down* column from contractors who have "gripes, ideas, words of wisdom" or anything else they want to sound off about. Contributions of our other contractor-readers are hereby welcomed.

HAVING spent almost half a century in this business, I have seen all sorts of conditions arise, some beneficial, others harmful.

The beneficial conditions, such as the research and development of new materials and services for the maintenance of homes were quickly absorbed, and as everyone knows, these things are beneficial, not only to members of our industry, but to the public in general.

They create more comfort for the home owner, create more jobs for the

working people; and these benefits are due largely to salesmanship. New ideas, goods and services are of no value unless salesmen, who are the real pioneers, create the desire in the public to buy.

However, there has been in recent years a lowering of standards in salesmanship through which the industry has suffered. From a dignified universal business, it has degenerated into what is considered in some areas something less than dignified. This is not generally true as I see it; it is due to the machinations of a relatively few men.

It is, I suppose, fashionable to blame the contractor; nevertheless, I have not yet found a way to control salesmen. This refers to the large organizations that depend on salesmen. There is no way I can tell what the salesman has promised when it is not written into the contract, and the homeowner has agreed to refrain from notifying the contractor.

At the time of sale, the customer hears the salesman mention well known manufacturers, important banks, also the F.H.A. He, no doubt, feels that these important names will protect him.

The contractor says he offers competition for the salesman. The Finance

ON OUR COVER

This month's Cover Photo shows part of one of the biggest single roofing repair jobs ever undertaken. When a mile-a-minute storm blustered over Fort Sill, Oklahoma, recently it whipped across the U. S. Army barracks there and, among other damage, lifted up asphalt shingle tabs by the thousands.

The R. N. Nelson Roofing Company, Oklahoma City, got the job of making repairs and cementing down the tabs with Shinglistik, as shown in the inset. A total of 3,000 squares was repaired, on 800 separate buildings. Three crews working on the Fort Sill job removed broken or buckled shingles, replaced them with new ones, and cemented each tab with a spot of Shinglistik about the size of a half dollar.

Companies say they also offer competition; if one bank does not take questionable paper, some other bank will and they lose an account. *No one seems to care much about the man who pays all the profits to contractor and banker. I refer to the customer.*



JOSEPH E. SOMERSET

Mr. Somerset is a Past President of the National Established Roofing Siding and Insulating Contractors Association, very active in both his own New England Council and the national organization. A leader in the movement to raise ethics among contractors, promote joint activity through association membership, diversify products sold, and improve the general quality of work done, Mr. Somerset here presents his view on an acute problem in the field, and what he thinks is the solution.

The nature of our business is such that we have to make long term commitments. We guarantee our work for a period of years. However, when trouble arises and the home owner appeals to the finance company, etc., they claim they are holders in due course and must be paid.

Having watched this industry progress from strictly roofing to a business covering all building specialties over the last 40 years, and having seen the attraction this business has for unscrupulous men who are only interested in a fast buck, I think it is a fair thing to say that these men cannot be controlled.

Therefore, I feel it is the duty of the financing institutions to set up a minimum standard of requirements for anyone going into business. All too often there is a tie-up between distributor and salesman or applicator, where the distributor loans out for a fee; stagings, etc., and then takes back what is left. He also collects the money from the finance company, keeping his share, and returning the balance to the salesman. This is not conducive to honest business, as the distributor, al-

though directly connected with the deal, is in no way responsible for the job or to the homeowner. It fosters unfair competition, as well as giving no protection to the home owner.

I do not object to charging a good price for the job, since many jobs are done at small profit or no profit at all on account of mistakes in arithmetic, mismeasurements, etc., but I do feel that the home owner must be protected in every way.

For this reason our company has split the organization into three (3) parts, namely, selling, applying and managing. When a job is sold, the salesman has nothing more to do with it. Management processes the deal,

such as passing credits, ordering the correct material and assigning the proper applicators to this particular job. It is then turned over to the superintendent of construction in his territory who is responsible for the quality of the workmanship. When completed, all information is turned over to the office manager for the final transaction.

Repair superintendent visits the job within 30 days after completion as a final inspection, and incidentally, he does pick up a lot of leads, since it is his job to make the people happy. Complaints are attended to at once.

In order to furnish this kind of service, a company must be set up with

(Continued on Page 41)

New 16mm Film Publicizing Asbestos Cement Siding Circulates U. S.

How modern industry, through scientific research, developed a material specifically designed to fill all the requirements of an exterior sidewall covering is the subject of a new motion picture now being widely presented by the Asbestos-Cement Products Association. Entitled "According to Plan," the 16mm film is in color and sound and is approximately 14 minutes in length.

The real "stars" of the picture, according to Chester C. Kelsey, association manager, are beautiful new homes in many parts of the country. To make these shots, camera crews visited housing developments in the East, South, Middle West and West Coast. They captured on film some outstanding examples of how imaginative planning is bringing new exterior beauty to today's homes.

Appearing in person in the film are Randolph Evans, nationally known architect, and Norman Denny, vice-president for materials of Levitt and Sons, whose housing projects have won wide acclaim. Mr. Evans demonstrates how he achieves harmony and balance through careful selection of sidewall materials. Mr. Denny tells how his company solved the problem of producing distinctive exteriors at modest cost.

Early sequences depict the development of asbestos-cement siding shingles in the laboratories of science through the combination of two incombustible

and durable materials, portland cement and fibers of the mineral asbestos. While many multiple-use materials have been employed for exterior sidewalls, the film points out, asbestos siding was produced "according to plan" to serve one specific purpose, with fire-

(Continued on Page 41)



Here are some scenes from the film. Upper left: Randolph Evans, noted architect, who tells how he plans distinctive exteriors. Upper right: a conventional small home with a modern feeling. Center left: application of asbestos-cement siding. Center right: Norman Denny, vice-president for materials of Levitt and Sons, builders. Lower left: asbestos-cement siding and brick in tasteful combination. Lower right: one of the many imaginatively planned homes pictured in "According to Plan."

Siding is this firm's bread-and-butter but specialties add the gravy

NO market can be considered saturated as long as there are men willing to practice salesmanship to the fullest of their talent and energy.

That seems to be the lesson evolving from the experience of the Brouman brothers of Pittsburgh, Pa. In nine short years their Mabro Company (Mabro is a reverse contraction of the proper name Brouman) has developed a siding and building specialty business with an annual sales volume well up in the seven-figure bracket.

Much of their success can be attributed to profits from insulating siding sales. Throughout their brief history, siding has been the bread-and-butter item. When other items wouldn't sell, insulating siding still provided a good profit margin. Now the Mabro Brothers distributorship has expanded into several departments with sections for roofing and siding, kitchen improvement, heating equipment, tile and flooring, and refrigeration and air conditioning. All three of the hard-working Brouman brothers, Sam, the president, Irving and Phillip, give insulating siding the major credit for their success. The unusual and interesting aspect of the Mabro story is the fact that Pittsburgh has more homes with insulating siding than any comparable area in the country. In other words, Mabro achieved their growth by selling in a market that was already considered saturated.

Ostensibly, there is no magic or outstanding advantages that can be credited with their steady increase in volume. But when you look into their background, you can begin to pick out the threads that form the fabric of their achievement.

Their father was a heating and roofing and sheet metal contractor so they grew up with a good basic knowledge of the building business. Since their

family numbered 11 children, necessity early taught them the advantage of working together.

Product Must Be Sold

Modestly successful in his contracting business, Father Brouman knew the principles of good salesmanship. He taught his sons that the "build a better mouse trap and the world will build a path to your door" idea was all right in theory, but seldom worked in practice. You not only must offer a good product and do good work, he advised, but you also must get out and sell it.

His sons saw the wisdom of this advice during the hard years of the depression as they were preparing to start their own careers. They saw that a good sales effort often meant the difference between survival and bankruptcy. They have never forgotten the importance of "getting out and selling."

The salesman is the key man in the Mabro organization. It now employs 35 salesmen, 15 crews of siding applicators. The carefully selected salesmen come from all walks of life. One of the leading men was a former machinist who started as a part time man. Another of the leaders has been with Mabro since its first day in business. Another is a former haberdashery salesman, while another is a former accountant.

One of the most productive salesmen in 1951 was a 24-year-old former delivery truck driver. Sam Brouman noticed that when this man took a load of siding for delivery, he always left it

(Continued on Page 44)



Here's the Headquarters: Housing the insulated siding warehouse of the Mabro Company is this 25,000 square foot building on Pittsburgh's Penn Avenue, one of the city's main arteries.



Insulating siding is stacked on pallets in the Pittsburgh warehouse of Mabro Bros. The pallets system of storing and handling via fork truck enables the company to keep a wide variety and a good supply of brands and colors in stock.

If a child is hurt by your tar kettle or truck, WHO must pay damages?

This is the third of a new series to be presented in *American Roofer and Siding Contractor* on important legal decisions affecting the industry. Readers who have legal questions, or have heard of court decisions should forward them to Mr. George for answer in this department.

By FRANCIS GEORGE
Attorney-At-Law
Special to AMERICAN ROOFER
& SIDING CONTRACTOR

approach a position of danger where they may, as in this case, fall under a wheel. The law does not impose such

duty on one lawfully operating a vehicle along a public street."

That rule is still the law today, and the owner of a truck will not be held responsible if some kid attempts to steal a ride and is killed in the process.

But if a truck is parked in a neighborhood crowded with children the law requires that special care be taken, as experience has shown that any unusual vehicle will attract a crowd of children and some of the bolder ones will always climb upon the truck. Every year several of them get hurt and their parents sue the truck owner. If the driver has been careful, if he took the key when he left the truck, if he tried to chase the kids away, the company will win; if he left the truck unlocked and paid no attention to kids the company may lose. A roofer is expected to know what will attract children, and to see that both the property and the kids are protected.

If there is a tar boiler the company always loses. Judges have unanimously

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SEVEN-YEAR-OLD Billy Morse climbed on the platform behind a parked two-wheel tar boiler in California when it was in operation last summer, and attempted to stir the tar, his weight overbalanced the tongue and tipped the boiling tar on Billy. He died the next day and his father sued the roofer who owned the tar outfit, and won about \$8,000.

Last month another boy climbed on a roofer's truck in Wisconsin and attempted to hook a ride clinging to a ladder. He fell off and was killed. His father sued too, but he lost.

What's the difference?

In the Wisconsin case the truck was moving. Way back in 1918 a judge announced the rule about kids hooking rides on trucks when he said: "Very few vehicles operated on highways are so constructed that boys cannot climb upon them or some parts thereof, and the proposition that the owner is liable when a boy climbs upon, then falls from a vehicle, carried to its logical conclusion, would mean that the driver of any truck or other vehicle whose duty requires him to observe the road along which he is travelling and attend to his motive power, must be Argus-eyed or accompanied by outriders charged with the duty of seeing that small boys do not find lodgment upon the running boards or other parts of the vehicle, or

Covering The World . . .



WITH THE ASSISTANCE OF WORKERS HE TRAINED, THOMAS JEFFERSON PERSONALLY HELPED BUILD THE ROOF OF HIS FAMOUS HOME... MONTICELLO!

By Elmo

(Continued on Page 45)

What to do about buckled asphalt shingles

COMPLAINTS based upon Buckled Asphalt Shingles are as old as Asphalt Shingles. Every Manufacturer in the Asphalt Roofing Industry receives buckling complaints, and while the causes of buckling are simple and thoroughly understood in the Industry, there is a very general misunderstanding and a lack of acceptance of the facts on the part of owners, dealers, contractors and applicators. Many architects and even many roofing salesmen fail to comprehend the simple conditions that cause shingles to buckle, and yet the answer is perfectly obvious to anyone who will briefly consider the facts and circumstances involved.

Every Roof Has Two Parts

There are two essential elements in a roof: the deck or wood sheathing with its supporting structure, and the weather-resisting surface, which in this case is shingles. The materials which compose these elements each have their own natural properties and characteristics, and each when exposed to certain definite conditions will always behave in certain definite ways according

to ordinary laws of physics familiar to every high school student.

The Deck

The roof deck is composed of many wooden boards, and by the very nature of wood, every board and even every part of each board is different in grain, in density, in hardness, in per cent of resin, in moisture content and in absorptive capacity. Wood changes its dimensions enormously with changes in its moisture content.

Examples of this are constantly at hand in our daily lives, and the dimension subject to the greatest change in a board is its width. A dry board 6" wide can easily swell to 6 1/4" or more if permitted to soak up a little water, and upon drying out will shrink a corresponding amount. When such a board swells its two edges move further apart, and when it shrinks the edges move closer together.

The Roof Covering

The Asphalt Shingles forming the weather-resistant surface are not vari-

able in their qualities like wood.

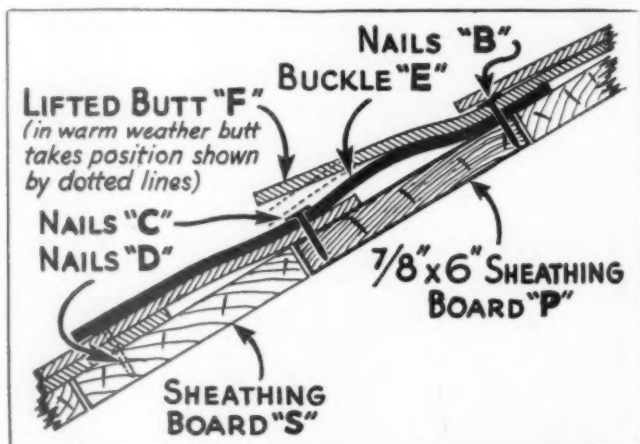
Every shingle is practically identical with every other shingle on the roof in texture, in density, in composition, and in absorptive capacity, the latter being negligible. It neither shrinks, swells nor changes its shape any visually appreciable amount, under any combination of weather conditions.

No amount of soaking in water, or freezing, or drying in an oven, or other similar abuse much more severe than any normal service exposure, has any apparent effect upon the shape or dimensions of an asphalt shingle.

Wood Changes in Size and Shape But Asphalt Shingles Do Not

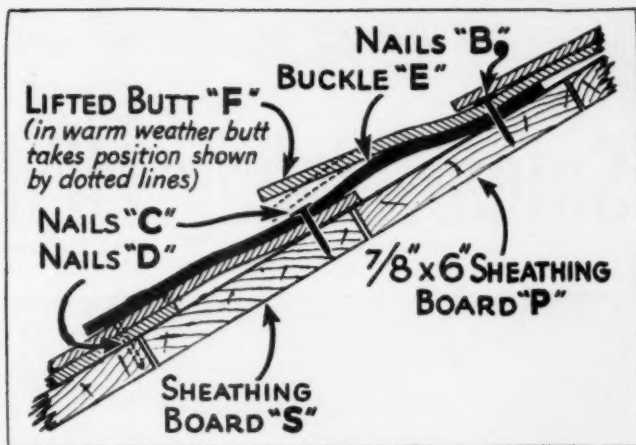
When we construct a roof therefore by securely nailing Asphalt Shingles—practically inert physically, and having almost no absorptive capacity—to a deck composed of many wooden units, each unit possessing in varying degree its natural ability to change not only its dimensions and shape but also its position relative to other units in the structure, according to variations in their moisture content, it is perfectly obvious that any buckling which may

Black-shaded shingle nailed at B and C in same sheathing board. Shrinkage of board decreases distance between Nails B and C producing buckle and lifting butt of next course. In the sketches, there are shown, for example, the popular 12-in. 3-tab square butt strip shingle. The results in the case of other sizes and types of asphalt shingles are similar and they also apply in comparable manner to diamond-point, staggered edge, and other roll roofings.



Black-shaded shingle is nailed at B and C, in adjacent boards, P and S. Board P is very resinous and hence only slightly absorptive, while Board S has normal absorption. Most swelling will, therefore, occur in Board S, which brings Nails C closer to Nails B, causing buckle in black-shaded shingle.

*Sketches and Data Courtesy
Philip Carey Mfg. Co.*



subsequently occur in the shingles must inevitably originate in the sheathing.

The Asphalt Shingles, being flexible and of low resistance, are easily pulled or pushed out of shape, and they merely reflect the changes in size and in position that take place in the sheathing boards to which they are firmly secured. There is no other possible explanation to fit the evident facts.

Relation Between Shingles and Sheathing

Any condition or conditions that bring about any changes in the width of any sheathing boards or in their position with respect to the shingles may produce buckles in the shingles. This includes both *shrinkage* and *swelling* of sheathing, and since these two conditions are directly responsible for all buckling troubles they are treated in greater detail.

Shrinkage of Sheathing

When sheathing boards shrink the worst buckling effects occur in those courses where both rows of shingle nails come in the same board. (Note black-shaded shingle and Nails B and C in sketch). With 6" sheathing—usually measuring about 5½"—and shingles laid with 5" exposure, this normally occurs about every eighth or ninth course of shingles, the buckled course usually following the same board part way or even all the way across the roof. With 8" sheathing,

these rows of buckles follow a similar pattern except that the interval is generally about three or four courses of shingles. With 10" or 12" sheathing, nearly every shingle course may show buckling.

It is plainly obvious that in order to produce the buckle shown in the sketch, one of the following conditions must have occurred:

- (a) That portion of the shingle between Nails B and C must have swelled, since it is now too great to fit flat in its proper location, or
- (b) The board P must have shrunk in width, or
- (c) Some combination of both the above took place.

But we know that the shingle cannot increase in size of its own accord, and that the board can and does decrease in width when it loses moisture, therefore shrinkage of the board caused the buckle. Examination of the underside of the deck also usually shows visual evidence of shrinkage.

Shrinkage as slight as 3%, or only about 3/16" in a 6" board can cause buckles about 5/8" high. This is sufficient to lift the butts in the next course as much as 1¼" above the roof line.

Curing Buckles Caused by Shrinkage of Sheathing

On a warm day, draw the nails in all distorted shingles, flatten shingles down, and re-nail in new locations, sealing old nail holes with a small spot of Asphaltic flashing cement.

Prevention of Buckles Caused by Shrinkage of Sheathing

- (1) Use only well seasoned, dry sheathing boards, preferably tongue and groove.
- (2) Sheathing lumber on job and on roof deck must be protected from rain, snow and contact with wet earth.
- (3) Do not use for sheathing purposes any lumber recently stripped from concrete form work.
- (4) Sheathing boards must not be over 6" wide.
- (5) Cover deck with light weight saturated and coated sheathing paper (Carey Sheathing Felt—saturated and coated—is recommended for this purpose), and postpone application of shingles as long as possible. This gives sheathing opportunity to lose any excess moisture.
- (6) Use skilled experienced men and see that all details of application (including location of shingle nails) is exactly in line with manufacturer's printed instructions packed in shingle bundles.

Swelling of Sheathing

In houses constructed during late fall, winter, and early spring, there is normally a high concentration of moisture in the air. This is due to the presence of hundreds of gallons of water drying out of new plaster, concrete, brickwork and timber, with heat-

(Continued on Page 38)

Feast your eyes on Bronze Blend!

Sales-leading Lighter Blends



Newest of the yours first from Celotex



New! Another
fresh, exciting,
unusual color success—

Bronze Blend—now joins the profit-proved line of *lighter blends* originated and perfected by Celotex. We don't have to tell *you* that these smart, distinctive lighter blends are the big trend in roofing. You *know* they're the colors your prospects want most...as proved by actual consumer demand. And you get them in famous Celotex Triple-Sealed Asphalt Shingles!

Close-up of Bronze Blend—newest of the sensational lighter blends from Celotex!

Here is color blending that is smart, precise, different. Here is rich "Color Harmonized" beauty no other asphalt shingle can approach. The most modern color printing cannot do justice to this magnificent Bronze Blend. You must see it to know how superior it is! You will also want to see samples of the other Celotex "Color Harmonized" blends—Pacific Gray Blend, Silver Blue Blend, Terra Cotta Red Blend, Cedar Green Blend, Mediterranean Blue Blend, Walnut Brown Blend, Gray Slate Blend, Coral Blend. So mail coupon below now. No obligation.

But "Color Harmonized" beauty that sells at a glance is only half the story. To give you an unbeatable *selling edge*, there's also the exclusive Celotex Triple-Sealed Process that *builds in* extra weather protection, extra years of trouble-free service. Plus styles, colors and textures to suit every taste and decorative plan. So don't delay. See samples of all the beautiful *lighter blends* in rugged, durable Celotex Triple-Sealed Asphalt Shingles. Mail coupon below today! No obligation, of course.

NATIONAL ADVERTISING PUTS THE SELL IN THE NAME CELOTEX

Sales come easier when you feature *genuine* Celotex Triple-Sealed Asphalt Shingles. That's because more than a quarter century of consistent, resultful national advertising has created nationwide consumer demand for Celotex Building Products.

And this preference continues to grow, thanks to impressive Celotex ads reaching millions of readers, month after month, in THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME, FARM JOURNAL, and other popular national magazines.

MAIL TODAY!

Sales come easier... when you feature genuine

CELOTEX

REG. U. S. PAT. OFF.

TRIPLE-SEALED ASPHALT SHINGLES

The Celotex Corporation, 120 S. LaSalle Street
Chicago 3, Illinois

The Celotex Corporation, Dept. AR-92
120 S. LaSalle St., Chicago 3, Ill.

Without obligation, I want to see samples of Bronze Blend and other popular "Color Harmonized" Blends and Colors available in Celotex Triple-Sealed Asphalt Shingles.

Name

Address

City Zone State

Bad weather can mean good business if you take advantage of it

A ROOFER can do good business during the spring, summer, and fall, and still fail to show a worth-while profit for the whole year. American economy is geared to a year-round operating basis—even baseball players have other occupations during the winter. Most business would not dream of slackening off during winter; they simply could not afford it.

The roofer actually cannot afford it either. Perhaps he thinks he cannot help himself; and at first glance it does seem as though the roofing business did have special problems with the weather that would not apply to most other industries. It is admittedly hard to go from door to door trying to sell roofing and siding in the teeth of a raging blizzard or when the temperature is ten degrees below zero.

But how often do we have blizzards or really impossible cold weather in winter? For most of these United States . . . about just as often as we

By E. E. SMITH
Special to American Roofer &
Siding Contractor

have torrential rains or muggy tropical days in the other seasons, days when it is just as difficult to go around interesting people in new roofs. You can bundle yourself up to make yourself

warmer on a cold winter's day, but there isn't much you can do when the temperature soars, except to roast—or go look for the nearest air-conditioned movie.

In New York, the average temperature for January is 31.4 degrees, in Little Rock, 41.9, in Milwaukee, 21.3. Of course nobody would call that warm, but you wouldn't call it unbearably cold either. And just as there will be some days when the temperature falls below that average, there will also be many days when it goes above—and those will be good days for the canvasser to get in there pitching his roofs.

If the weather should get really bad, the canvasser can always use the telephone. People who do not always answer the door generally tend to answer the telephone because they feel it might be important. And, since most people are not rude enough to hang up once they have started talking to the party on the other end of the line, the salesman will find himself with a captive audience. During bad winter weather also, the canvasser is more likely to find the potential customer at home, whether he calls on him in person or via the telephone. At other seasons, the home-owner may find relief from unpleasant weather in the mountains or

(Continued on Page 33)

Sub Standard Homes Turned Into "Model" Colony, With Aid of Siding

An amazing home transformation took place recently in Durham, North Carolina. A group of 37 two and three family houses, occupied by colored families, was declared sub standard and

unfit for human habitation. It was at first thought that they would have to be removed entirely. But the enterprising Durham Construction Company under-

(Continued on Page 37)

Below: The shacks, as they were when condemned.



(Photos and Data Courtesy Jones & Brown)

Now the same shacks have become a model community.

NEWS of the Month

1952 First Half Construction Contracts Down 12% From '51

The first six months of 1952 trailed the first six months of 1951's record-breaking volume in construction contracts awarded in the 37 states east of the Rockies by 12 per cent. F. W. Dodge Corporation, construction news and marketing specialists said today the total for the first half of the year was \$7,758,578,000 compared with \$8,808,109,000 reached during the first half of 1951.

It was pointed out that, discounting \$980 million in Atomic Energy Commission project awards included in the first half figures for 1951, the current year was only 1 per cent behind last year.

The June total for 37 states was \$1,488,850,000 or 5 per cent less than May but 6 per cent more than June 1951.

Other June individual totals: Non-residential, \$551,500,000, 19 per cent more than May but less than 1 per cent below June 1951; residential, \$581,792,000 or 23 per cent less than May but 7 per cent more than June 1951; public and private works and utilities, \$355,558,000, up 2 per cent over May and up 15 per cent over June 1951.

Six-month individual totals compared with six months 1951 were as follows: Non-residential, \$2,698,975,000, down 34 per cent; residential, \$3,344,037,000, up 1 per cent; public and private works and utilities, \$1,715,566,000, up 21 per cent.

Koppers New West Coast Plant Now In Production

First production of tar-base enamel pipeline coatings and roofing pitches in a plant built west of the Rocky Mountains has begun in Fontana, Cal.

"While the new plant we are erecting at Fontana is by no means complete and probably will not be until after the first of the year, we have been able to inaugurate production of the pipeline enamels and roofing pitches as of July," Fred C. Foy, Vice President and General Manager of Koppers Tar Products Division, said. "These materials are made from coal tar in special equipment, installation of which now is virtually completed."

Additional production at the plant will come after a large tar processing still, now under construction, is put into operation, Mr. Foy explained. Once this still is in operation, work of moving a second still from Kaiser Steel Company property to Koppers property will begin. Kopper has purchased Kaiser's tar distilling apparatus and Kaiser will discontinue this operation in order to make room for new steel production capacity.



Murphy's Sons Adds 4 More Firms As Representatives

The Robert Murphy's Sons Company, Ayer, Mass., manufacturers of industrial and domestic knives, who recently announced it was revamping and stepping up its entire sales force has appointed four new representatives. The firms names and territories covered are: C. G. Gregory & Associates, Houston, Louisiana, Texas, and Oklahoma; James B. Schooler Co., Kansas City, Missouri, Kansas & Western Missouri; Kenneth B. Komp Sales Company, San Mateo, California, Oregon & Washington; Herbert O. Jones, Chicago, will cover Illinois, Wisconsin, Iowa, Detroit and South Bend, Indiana.

Madison, Ill., Plant Of Celotex Wins ARIB Annual Safety Award

The Madison, Illinois roofing plant of The Celotex Corporation has been awarded a trophy for a perfect safety record during the year 1951, it has been announced by F. J. Alfeis, Works Manager of the plant. The award is granted annually by the Asphalt Roofing Industry Bureau.

First-prize diplomas for both a perfect safety record, which means there were no lost-time accidents, and for greatest rate of improvement in safety performance for the year 1951 over 1950 were also granted to the Madison plant in an inter-company contest among all Celotex plants.

U. S. Gypsum Employees Award Citation To Management

United States Gypsum Company management received a citation for "wise and vigorous leadership" from more than 800 of their employees at a banquet held in the Conrad Hilton hotel, Chicago.

In celebration of the company's 50th Anniversary, the citation was made on behalf

of all U.S.G. employees. It was presented to C. H. Shaver, Chairman of the Board, by Charles B. Alvord, president of the U.S.G. employees' club and a merchandise manager.

Text of the employees' citation reads: "On the occasion of the Fiftieth Anniversary of United States Gypsum Company we congratulate those whose wise and vigorous leadership has established our Company's preeminence in the building industry. As we move forward together in the challenging task of building a better tomorrow, we pledge our continued cooperation, so that our Company's future may, like its past, be bright with accomplishment."

Jones & Brown Appts. Blandford Eastern Div. Sales Mgr.

Jones & Brown, Inc. has announced the appointment of Frank Blandford as Eastern Division Sales Manager of plastic wall tile, and insulating sidings. Jones & Brown, Inc.



FRANK BLANDFORD

is national distributor for these products. Mr. Blandford was formerly Jones & Brown Field Representative at Buffalo, New York. In his capacity he will operate out of the Elizabeth, New Jersey office.

Kenitex Corp. Builds New Plant In Los Angeles

The Kenitex Corporation, manufacturers of exterior coatings, are building a new, modern plant for increased production of asbestos Kenitex.

The new plant is being built on a one-and-a-half-acre site in the west Los Angeles (Continued on Page 44)

Follow these six tips to sell more asbestos siding

ASBESTOS-CEMENT siding and roofing have been the mainstays of many contracting operations, providing steady business in good times and bad. Thanks to new styling, new colors and other product improvements, they offer even greater opportunities for profitable business.

The market for re-siding and re-roofing is practically inexhaustible. Millions of homes remain in need of exterior modernization. Practically every farm is a prospect, often for several buildings. Curbs on new construction have increased the necessity for maintaining and restoring existing commercial structures.

Better Selling

Here are some suggestions derived from a study of successful sales practices, which will help the applicator-contractor do a better job of selling.

1. Be an Exterior Decorator—The person who sells an asbestos siding or roofing job is dealing in more than materials and labor. Primarily, he is selling comfort, protection, freedom from worry and pride of ownership. One of his most effective selling points is that the improvement will add new beauty to the home. The salesman who can talk convincingly about the fundamentals of external home beauty, therefore, is well on his way to a sale. He is, in effect, an exterior decorator. He should be familiar with the elements of good design and the principles of color harmony. He should know something about color terminology and use it, discussing trim colors, harmony between siding and roofing colors, and the practicability of using asbestos siding in combination with other materi-

als. He should know when (and be able to explain why) two colors of asbestos siding will create a better effect than a single color. Many applicators already are familiar with these matters. Others can become so by perusing the ample literature available. The ability to counsel on problems of exterior decoration puts the salesman in a decidedly advantageous position.

2. Save Your Tonsils—Use Testimonials—Obtaining the confidence of a prospective customer is a primary requisite in selling. Nothing creates confidence quicker than proof that others have been satisfactorily served. Testimonials from satisfied customers are a valuable sales aid. They frequently can accomplish more in a few minutes than an hour of sales talk.

The average person, if he is pleased with a job, is willing to say so. Get him

to put it in writing. Often testimonials can be obtained through simple courtesy. When a customer sends in a payment, write him a personal letter of thanks and ask him directly whether he is perfectly satisfied with the job. This simple approach frequently will bring in an enthusiastic (and quotable) response. If a customer is pleased but too busy to write, ask for an oral expression; then have an accurate statement typed for his signature. Anniversaries offer good opportunities for obtaining testimonials. A simple note, calling attention to the fact that a job was completed six months or a year ago and expressing the trust that the customer is still completely satisfied, will not only create good will but often will evoke a complimentary reply.

Testimonials, of course, are most effective when the writers are known to



Handsome, old fashioned house in a suburban setting above was greatly increased in value after it was completely resided with asbestos cement shingle siding.



Attractive two-story frame dwelling (above) which has been re-sided with colored asbestos cement shingles that afford a pleasing contrast with the white painted brick of the lower story.

—Photos Courtesy the Ruberoid Co.

the prospects. Originals are more effective than copies. A good plan is to obtain a loose-leaf binder, with transparent envelopes. The testimonials then can be arranged by neighborhoods for the convenience of the salesman.

3. *Be a "Shutter-Bug"*—*Snapshots Sell Sidings*—The old saying that a picture is worth ten thousand words is particularly true in selling home modernization. Transformations effected by residing are frequently dramatic. "Before-and-after" pictures supplied by manufacturers are good selling tools. Even more valuable, however, are similar pictures of jobs actually done by the salesman's organization. Satisfactory snapshots can be taken with an inexpensive camera by the salesman himself. The important step is to photograph the house before start of work. The finished job can be snapped any time, but there is no way of recapturing the original appearance. A small portfolio of such pictures is worth a volume of printed literature. Color pictures are particularly influential.

One successful siding salesman has a complete camera record of every job he has sold. In addition to homes, the file includes stores, churches, industrial plants and farm buildings of various

kinds. It is an easy matter for him to show any prospect an actual example of a project similar to the one contemplated.

Another salesman takes a snapshot of the prospect's house before making his initial call. He mounts this in his photo portfolio, leaving a blank space for the "after" picture. The psychological response is to encourage the home owner to picture in his mind his own home after re-siding.

Occasionally, as in the case of a historical building or an unusual job, it may be worth while to obtain a professional photographer. Such pictures, if submitted, to local newspapers, can result in highly profitable publicity.

4. *Figure It Out Together*—Asbestos-cement siding is an investment that pays for itself. Records supplied by the customer himself can give all the information needed for a convincing economy story. For example, take the savings resulting from the elimination of periodic painting. Let the customer tell you how often he has his home painted and how much he usually pays. To get the cost of painting the sidewalls, figure out what portion of the total represents the trim and subtract it from the total amount. Then divide the cost by the

interval of painting (three, four or five years, depending upon how frequently the prospect paints his house) to arrive at the sidewall painting cost per year. Estimate the cost of the proposed siding job and divide this figure by the proper painting cost per year, and you will have the number of years that will elapse before the asbestos siding will have paid for itself. Often this will figure out to ten years or less. The siding, therefore, will pay for itself in that period and, because of its durability, will continue to save money year after year.

5. *Keep Your Prospect List Alive*—A good list of prospects is the basis of steady business. The best way of building this list is through observational surveys. Drive through the various neighborhoods in your territory and note the buildings that are in need of residing or re-roofing, especially those which are below the standards of their neighbors. Use the direct mailing pieces provided by manufacturers. Then direct your canvassing operations to the leads thus obtained.

6. *Use the Manufacturer's Selling Aids*—All manufacturers of asbestos-

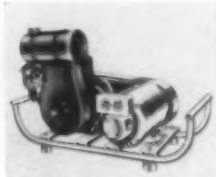
(Continued on Page 32)

WHAT'S NEW?

Equipment—Booklets—Practice—Materials

Portable Electric Generators

Wincharger Corporation has announced the development of new portable gas-engine driven electric generators, Model 1800, in three general ratings—1000, 1250, and 1350 watts at 115-volts, 60-cycles, A.C. They are suitable for many power requirements of contractors, emergency repair trucks, portable power tools, flood lights, etc.



These generators are claimed to be rated conservatively and are ruggedly built. They are equipped with sealed ball bearings for long life. It is claimed that the belted construction cushions shock to the generator, reduces vibration and increases the generator life. The generator being mounted alongside the engine locates it out of the path of the hot air from the engine cooling system, thus promoting cooler generator operation.

The unit is equipped with a universal mounting base which permits mounting any one of several popular makes of engines. The generating unit may be purchased completely equipped with engine or may be purchased without an engine. The generator alone without the engine mounting base is also available.

Portable Hoist Catalog.

Smith's Hoist & Manufacturing Company has issued a two-color, four page, illustrated catalogue showing its different types of portable hoists, and gravel hoppers.

Spur-Gear

The Challenger, a spur-gear hoist incorporating new design innovations, is now in production in $\frac{1}{2}$ - and 1-ton capacities, according to the manufacturer, Coffing Hoist Company. The entire unit, including standard length of high-strength coil chain for an 8 ft. lift, weighs only 39½ lbs., thus is easily moved from one place to another, as needed.

Strength and unusual resistance to shock-load breakage are said to be gained by the

use of formed steel plate in the housing in place of the more common cast aluminum alloy. The back plate is laminated to give extra rigidity for supporting the hoist mechanism. This plate and all other load holding parts are of high-strength steel that will hold five times the rated capacity of the hoist, according to the manufacturer. To further check and confirm its strength, every Challenger is tested at 100 percent overload as it comes off the production line.

A Coffing spokesman advises that in designing the Challenger, special attention was given to ease of servicing. A survey conducted by the manufacturer among users of all makes of hoists had revealed that the most universally expressed unfilled need was for easier servicing. The Challenger is therefore built so that it may be disassembled in a matter of minutes with simple tools. This, according to the manufacturer, represents an important forward step in hoist design from the point of view of convenience to the owner. Another design feature claimed for the Challenger is that it hangs true whether or not it is supporting a load.

Water Repellent

After years of research and comprehensive testing of masonry water repellents, a new formula with a silicone base has been developed by chemists of the Ranetite Manufacturing Company, Inc.

Silicone, has been used as an additive to many successful formulas of water repellents in the past years. Completing tests of the new silicone-base water repellent by Ranetite prove the new repellent far superior to any masonry water repellent developed in the past thirty-seven years of manufacturing.

The new silicone base water repellent is for surface application to exterior, above grade masonry and offers the following advantages:

1. Quick to develop repellency after application.
2. Versatile—performs well on most types of masonry.
3. Easy to apply either by spraying or brushing.
4. Readily applied at temperatures as low as freezing.
5. Highly effective against efflorescence.

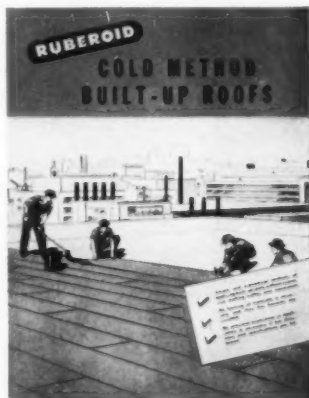
If further information is desired about articles appearing in the pages of this magazine send a card or a letter to the editorial department.

6. Clear and invisible, causes no change in masonry appearance.
7. Penetrates deeply to insure durability.
8. Non-sealing of masonry pores, allowing the masonry to "breathe".
9. Paintable, oil base paints adhere and do not impair the water repellency of the underlaying mortar.

New Cold Roofing Method

Dealers and applicators throughout the nation are showing keen interest in a new cold method of applying built-up roofing, recently perfected by The Ruberoid Co.

The revolutionary new method, which is both simple and economical in that it eliminates expensive, cumbersome melting kettles and other items of equipment, is designed to fill a long-existent need within the trade.



It is claimed to be the perfect answer for the small roof job, too flat in slope for shingles or roll roofing, which must be covered with some type of built-up roofing—and yet is so situated that it is economically unsound for the roofer to transport his kettles and other equipment.

Ruberoid Cold Method Built-Up Roofs are in no sense designed to replace conventional types of built-up roofs as applied throughout the country by competent and experienced built-up roofing contractors. Rather, they are meant to assure that the right roof is available to consumers at all times.

Materials and equipment required for application, as well as application techniques, are thoroughly covered in Folder #1268 which was recently released to the trade.

New Combination Door

After many months of laboratory, shop, and in-the-field testing, the Alumatic Corporation of America is now introducing its new all-aluminum combination storm and screen door to the market. The door's outstanding feature (and one that has the trade talking) is its successful combination of high quality and low price.



This combination door is made of 63ST5 extruded aluminum and Alclad screen cloth. It consists of a strong, hollow aluminum frame, upper and lower storm sash, and upper and lower screen panels. With these interchangeable units, the homeowner or building manager is given the choice of all storm protection, all screen, or part screen and part storm at the same time.

An outstanding feature of this door is the special heavy aluminum jamb, installed over the building door frame. This assures a custom-fit for every installation and the aluminum-against-aluminum feature means a continually smooth and perfect fit. Annual re-fitting is eliminated.

Since all parts of this door are aluminum, there is no annual maintenance required, and no painting is needed at any time.

New "Hot Stuff" Catalogue

Aerol Products Company has just issued a brand new customer catalogue, #418YN, which gives in short form information about all the products for the roofing contractor which the company carries.

The new catalogue consists of twelve pages of profuse illustrations and descriptions of products for the roofer of every description. Numerous types and sizes of asphalt kettles are shown, as well as cork dip kettles, roofer's pumps, hoists and beams, lead furnaces, spray outfits and tools and accessories. The tools and accessories include such valuable items as thermometers, felt-laying machines, cargo nets, power hoists, incline tracks for use with power hoists and swing type beams—plus many other items.

Zinc Corner For Shingles

For use with asbestos siding, lap or bevel siding, and for wood shingle shakes a new zinc corner has been developed by Bugher Manufacturing Company. Called Kokomo Corners, the newly developed zinc corner strips eliminate the practice of not keeping the courses of siding on the same level with

(Continued on Page 42)

Not just 1...Not 2...

CHASE IMPERVITEX

THE NEW IMPROVED ROOFING MEMBRANE

... gives all **3**

- 1 ECONOMY**
- 2 LONG LIFE**
- 3 EASE OF APPLICATION**



Chase Impervitex is a thoroughly tested roofing membrane made from Chase Topmill Burlap, completely saturated and rotproofed. Its greater tensile strength assures roof satisfaction — not affected by ordinary construction shifts. When used as a cap sheet over old roofs, Chase Impervitex gives many years of additional roof service. Comes in 50-yard, easy-to-apply rolls. Ideal also for stripping, patching and flashing. Open pores permit perfect bond of waterproofing agents. Get complete details on Chase Impervitex. Mail coupon today.

Mail Today

CHASE BAG CO.
309 W. JACKSON BLVD., CHICAGO 6, ILLINOIS

GENTLEMEN: I AM INTERESTED IN IMPERVITEX

- ☐ HAVE SALESMAN CALL
☐ SEND INFORMATION

NAME

ADDRESS STATE

CHASE BAG CO.

General Sales Office: 309 W. Jackson Blvd., Chicago 6, Illinois
Branches Located Coast to Coast

Roof & Gutter Repair Gyps Show Up In Scranton, Pa.

"Let the Buyer Beware."

That's an old axiom of the business world which is ignored despite repeated warnings—by too many people.

And it holds true for purchases of services just as much as it does for purchases of merchandise.

According to Thomas F. Leahy, Scranton Better Business Bureau manager in Scranton, Pa., several local property owners are currently paying the toll, in dollars and inconvenience, for their failure to heed the "beware" axiom in having roof and gutter repairs undertaken.

These individuals who have registered their grievances with the bureau were victims of fast-talking doorbell ringers whose sales arguments convinced the householders they were going to get roof or gutter repairs at bargain prices.

In some cases the householder and the roof and gutter repairmen didn't even bother to talk prices—other than

By **GEORGE E. TOLES**
Special to American Roofer &
Siding Contractor

a casual reference by the repairmen to the work costing a "few dollars" because he just finished a job in the neighborhood.

Often the "job in the neighborhood" is tied in with the sales talk through a claim that while working on an adjacent roof the repairmen noticed defects in roofs or gutters of the householder being sold a bill of goods.

Mr. Leahy said that if the householder agrees to the project the repairmen labor on the roof or gutter for a few hours and then submit their bill for a job completed.

"Instead of a 'few dollars' the bill may be \$75 or \$100—anything which apparently enters the mind of the repairmen," commented Mr. Leahy.

Even harder to take, for the householder, is the fact that roof and gutter conditions after the "repairs" are completed are often worse than before the work was done at an inflated price—and repeated efforts to get the repairmen to return and correct the damage are fruitless.

6 Siding Sales Tips

(Continued from Page 28)

cement materials provide sellings aids of various kinds. These include brochures, envelope stuffers, job signs, window streamers, before-and-after photographs, direct mail letters and newspaper ads. Some offer kodachrome transparencies, motion pictures and attractive sample carrying cases. These items are prepared by experts and will make your selling job easier—if you use them.

Many Opportunities

Asbestos-cement board offers the applicator many opportunities for additional sales. Applicators located adjacent to farm areas will find many possibilities for re-siding barns and other farm buildings with asbestos-board, an

AT YOUR BUILDING SUPPLY HOUSE



this supplier says:

K. F. APPLICATORS

are a fast-moving item . . . just as I tell my customers, "these applicators of Fiberglas* and metal are a result of combining good materials and engineering design. Repeat orders prove it."

*T.M.R. U.S. Pat Off.

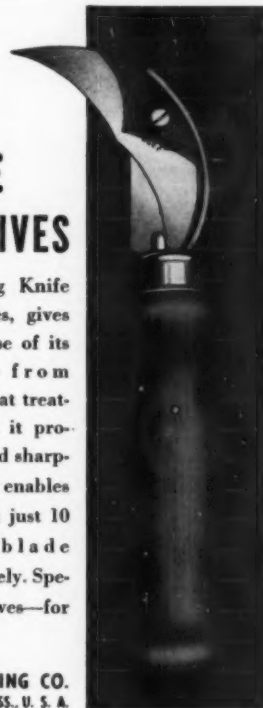


Temple City, Calif. - Bridgeport, Ohio

The DOUBLE Life of HYDE ROOFING KNIVES

Hyde's No. 10 Roofing Knife leads a *double* life—yes, gives you *double* wear because of its two-point blade. Made from Hydrex steel, expertly heat treated, ground and honed, it provides extra toughness and sharpness. Easy blade release enables you to change blades in just 10 seconds! Handle and blade holder will last indefinitely. Specify HYDE Roofing Knives—for lasting satisfaction.

HYDE MANUFACTURING CO.
SOUTHBRIDGE, MASS., U. S. A.



operation that can be done quickly and economically because of the modest cost of the material and the large area covered by each sheet. In urban areas, asbestos board has many uses in all-over remodeling jobs including porch ceilings, batted gables and dormers, skirtings and the like. On an original siding job one of the best recommendations an applicator can make is that the eaves be boxed with asbestos board. This provides an additional selling point and gives the applicator an edge over his competitor who talks only in terms of siding.

NERSICA Western Show Set: Oct. 27-29th

The Western Conference and Exposition sponsored by the National Established Roofing, Siding and Insulating Contractors Association, will be held at the St. Francis Hotel, San Francisco, Monday through Wednesday, October 27, 28 and 29, 1952.

The show will include a Forum on "Contractor-Lender Relations", a Forum on Insurance Problems, one on "Par Deals and Model Homes," and a "Price Control Forum."

New Feltdayer Exhibited in Fla.



Julien Benjamin, Jr., Manager of the Aerol Products Company branch office in Jacksonville, Fla., demonstrates new felt-dayer at the recent Convention of the Roofer and Sheet Metal Contractors Association of the State of Florida. Observing is John Dove, of Dove Sheet Metal Works, Tallahassee.

ROOFERS EVERYWHERE CHOOSE

SPEED-MASTER

THE KETTLE WITH
FLASH-PROOF FLUES

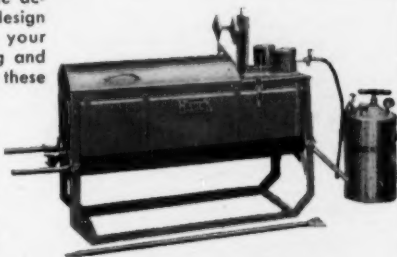


• Best Construction

Easiest to Clean • Cheapest to Operate

The Hauck "Speed-Master"—the acknowledged leader in kettle design and performance—doubles your output, cuts fuel, labor, melting and cleaning time in half. Investigate these outstanding kettle features.

- ✓ Internal Tube Heating for faster melting and easier cleaning.
- ✓ Improved Wall Type Burner for horizontal firing and close flame control.
- ✓ Flash-Proof Flues—double walled to prevent "run-away" temperature and reduce flashing.
- ✓ All Insulated Kettle for comfortable operation.
- ✓ Quick-Delivery Cock for faster draw-off.
- ✓ Other Hauck Features: Arched kettle cover, watertight apron and flue covers. Trailer kettles have full length steel chassis, fully equipped built-in fuel tank and semi-elliptical springs, etc.



Skid Type Kettle—in 40, 55, 80, 115 and 165 gals. capacity.

Trailer Kettle on Pneumatic Tires (above); Solid Rubber or Steel Wheels—in 55, 80, 115 and 165 gals.

Write for Bulletin 1058B

HAUCK MANUFACTURING CO.

103-113 TENTH STREET • BROOKLYN 15, N. Y.

Bad Weather Can Mean Good Business

(Continued from Page 26)

at the beach; but in winter, unless he can afford to take a trip to Florida, he is apt to be most comfortable at his own fireside, and that is where he will be found. And only the most hard-hearted home-owner would leave a salesman shivering on the doorstep in blustering winter weather.

Finding the customer at home and making a sale are, of course, two entirely different propositions. Actually,

there is no reason why the home-owner should not be just as interested in plans for roofing and siding his house during the winter as he is during warmer weather. As a matter of fact, insulated siding should have an especial appeal for him at this time, because the canvasser can point out how it cuts down on fuel bills through retaining heat within the walls of the house; just as in summer he will show the customer

Increase your profits with a

CLE-WIT Roof Cart



● FOR "HOT STUFF"

This multi-purpose roofers cart is ideal for moving "hot stuff"—as much as six buckets at one time. Specially designed splash plates prevent the accumulation of asphalt on wheels and brakes. Trouble-free operation with a minimum of maintenance.

The Cle-Wit Roof Cart pays for itself many times over by increasing the efficiency of your operations.

Price \$99.00 F.O.B. San Francisco
Send your order **NOW**

● FOR INSULATION

Here's the time-saving, money-making way to transport roof insulation. Pile it as high as you wish—the Cle-Wit Roof Cart still moves with maximum ease, giving you more time for more jobs. A flick of the toe locks or unlocks the brakes.

● FOR ROLL-ROOFING OR FELT

The Cle-Wit Roof Cart will carry roll-roofing or felt quickly and easily. Handles ten or more rolls of 15-lb. felt per load, saving valuable time that can be used to build greater profits.

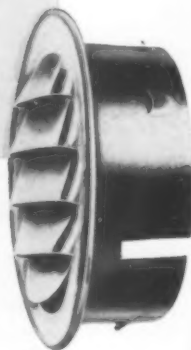


Cleasby-Wittig Co.

969 TREAT AVE., SAN FRANCISCO, CALIF.

SIDEWALL INSULATION is EASIER TO SELL when you also install "MIDGET LOUVERS!"

An easier sale—an extra profit—a "reputation protector" for you. Midget Louvers do a great job—ventilating sidewalls and help prevent condensation and moisture blistering of paint. Just drill a hole—and push all-aluminum Midget into place—no nails or screws are needed. Use on flat or peaked roofs, eaves and soffits, gables, unexcavated areas, etc. Midget Louvers have built-in insect screens, and snap-on covers are available.



For indoors, use the new "LD" Midget on finished basement walls, cupboards, closets, etc. Both styles made in 5 sizes, 1" to 4". Write for full information.



**THE
MIDGET LOUVER CO.**

6-8 WALL STREET • NORWALK, CONN.

how insulated siding will keep the outside heat from coming in. Actually, winter or summer, when the homeowner is most conscious of the weather, are better times to sell him siding than summer or fall.

As far as the appearance of his home goes, the customer is interested in it year in and year out. It is no more difficult to convince him of the advantages of a fresh, attractive exterior for his house in cold weather than it is when balmy breezes are blowing.

(The second in this series on selling during the winter "dull" season will tell of diversified products which can be pushed when outside applications are difficult or impossible. It will appear in these pages shortly. A third article is also projected: how to make those dull hours in the slow seasons, pay off during the busy time, by improving management, administration and bookkeeping methods.)

Air Force Pushes Remodeling Homes For Units

The Air Force has conducted a nation-wide survey to determine the availability of "off base family housing." This means housing, located outside the confines of the military establishment, used by military personnel and rented by them just as any other house is rented by an occupant.

The Air Force has appointed Housing Committees at each Air Force establishment, whose duty will be to attempt to get local civilians to remodel their houses in two or more housing units and to rehabilitate sub-standard units and offer them for rent to military personnel.

This should result in quite a large volume of modernization work adjacent to air force establishments, and our prediction is that as soon as the Air Force gets under way with this seriously, the Army and Navy will copy them. So far, the Air Force has designated 125 locations, located in nearly every state in the union, at which adequate family housing is either non-existent or extremely limited at high cost. Here's a real opportunity for roofing and siding contractors to get in some "extra curricula" sales promotion.

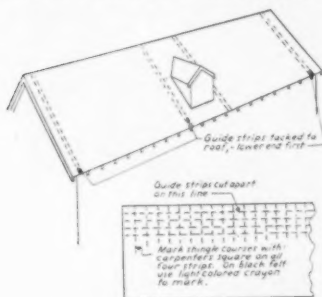
A list of the Air Force locations can be obtained from your district sales office.

—Rubenoid Reporter



Aligning Shingle Courses Over Dormer

The drawing shows a simple method to use for keeping shingle courses in line where dormers occur in the roof. Guide strips are used at each gable end and at each side of the dormer. The strips are cut from a roll of building



felt. Marks for the shingle courses are made on the strips with a square. The strips are tacked in place on the roof starting at the bottom. As the shingles are applied the lower ends of the strips may be torn off, to be out of the way. When the shingle courses unite above the dormer, they are sure to correspond and there's no time lost in measuring.—R. C. Roberts, Mason City, Iowa.

(Practical Builder)

Francis George

(Continued from Page 20)

declared that a kettle of boiling tar is irresistible to children and there is a duty upon any roofer using hot tar when children are around to station a guard near the machine to keep the children away. Accidents with hot tar are usually serious, and in many cases have been fatal.

A wise foreman will always take special precautions on a job in a neighborhood thickly populated with children. Never leave a vehicle unlocked. Never leave a ladder up unless it can be watched; never leave an open can of anything unguarded. Lawsuits involving injured children are not only unpleasant but often very expensive.

Add \$16.00 profit, or more, to every asphalt shingle roof job with...



Shinglistik®

IT PERMANENTLY SEALS ASPHALT SHINGLES AGAINST WIND DAMAGE

The first step toward a more profitable asphalt shingle roofing job and the last step on every complete job of asphalt roofing is... SHINGLISTIK. Here's why SHINGLISTIK is the product a roofer dreams about...

Customers want it because:

- 1) Shinglistik holds asphalt shingles in place as long as the roof lasts.
- 2) Shinglistik complies with insurance company recommendations on asphalt shingle roof applications. It is tailor-manufactured to do the specific job of sealing asphalt shingles fast and permanent.

And roofers welcome Shinglistik for use with asphalt shingles because:

- 1) There's the additional profit—from \$16.00 up—in doing the job right, with Shinglistik.
- 2) Shinglistik creates more roofing jobs because it's vitally needed on almost all existing asphalt shingle roofs. Profit now... don't wait for wind-damage and possible loss of the job.
- 3) Asphalt shingles are easier to sell with Shinglistik's help. It overcomes wind loss and roof damage.

HOW TO APPLY SHINGLISTIK

Use caulking gun, paddle, or putty knife. A spot no larger than a half-dollar on the underside of the tab or shingle is all it takes to hold a shingle in place for the life of the roofing.

Shinglistik acts fast. It resists direct pull after just four hours... cannot be separated without tearing after a week of exposure.

Many roofers use caulking guns on large roofs with one man lifting tabs, the other operating the gun. Working time is about three squares per hour per man. One man can Shinglistik the average home roof in less than a day.

Shinglistik comes in cartridges or in 10-lb., and 50-lb., containers. Shinglistik does have imitators... but no substitutes. Insist on genuine Shinglistik... tailor-manufactured to seal asphalt shingle roofs.

TRY

Shinglistik
FREE!

Send for your sample now...

Shinglistik
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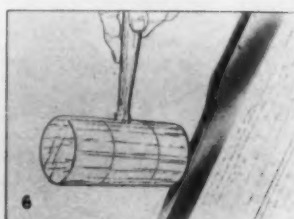
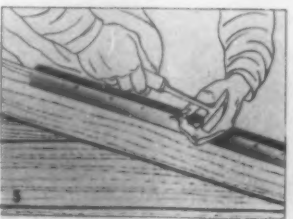
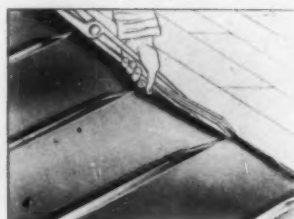
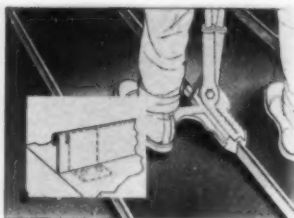
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How To Construct A Standing Seam Metal Roof

After two hundred years of application in this country and abroad, the most popular type of construction for terne metal roofs—often referred to erroneously as "tin roofs"—is still the standing seam. According to A. L. Ververka, editor of "Terne Topics," standing seam patterns account for more

terne roofs than all other types combined.

Several reasons are offered to explain this phenomenon. Perhaps most important is the fact that standing seams can be fabricated more simply and quickly. Since they are made higher than the roof on which they stand, they do not require soldering.



Using illustrations adapted from on-the-job photographs, the publication describes one method of constructing a standing seam roof, as follows:

1. The roll of terne metal is opened on the roof with the painted side down. The roll is cut to the proper length and each of the long edges is turned up, making a flange of $\frac{1}{4}$ " on one side and one of $1\frac{1}{2}$ " on the other.
2. The strip is fastened to the roof by means of cleats made of terne metal which are spaced 8" to 12" on the $1\frac{1}{4}$ " flange and nailed to the roof. The ends of

the cleats should be long enough to allow them to be bent back over the nail heads, protecting both cleats and roofing strips from being punctured. (Fig. 1)

3. The second strip is laid alongside the first, with its $1\frac{1}{2}$ " flange adjacent to the cleated-down $1\frac{1}{4}$ " flange of the first strip. Its opposite edge—the $1\frac{1}{4}$ " flange—is cleated to the roof.

4. Using a foot seamer, the roofer forms the first lock by bending the top quarter-inch of the $1\frac{1}{2}$ " flange over the adjacent flange, first to a right angle and then to a full 180°. The same process is

repeated with the single locked seam thus created, making a double locked seam, so that there are five thicknesses of metal. (Fig. 2)

5. Each standing seam is cut off flush with the roof edge and finished simply by bending the upper corner inward over the rolled side to form a 45° flap. The roofing strip itself is trimmed $\frac{1}{2}$ " beyond the gutter edge and the excess stock is pressed into place with hand tongs to form a single locked seam with the gutter. (Fig. 3)

6. At the ridge comb, the standing seam is malletted against the roof so that the rolled side is down. The strip is trimmed $\frac{1}{4}$ " beyond the ridge comb, and the projecting inch and a quarter is bent back enough to allow excess stock from the strips of the opposite roof slope to project over the ridge comb. (Fig. 4)

7. The opposite roof slope is covered in the same manner, except that its seams should be staggered with those of the first slope.

8. Strips of the second slope should be trimmed $\frac{1}{2}$ " beyond the ridge comb. This $\frac{1}{2}$ " flange is bent over the $\frac{1}{4}$ " flange to form a double locked seam, in the same manner as the vertical seams. (See No. 4 above.)

9. Drip edge strips are nailed along the gable edge. (Fig. 5). These strips are fashioned by taking 2" wide lengths of terne metal and bending them lengthwise so that they form right angles with legs $\frac{3}{4}$ " and $1\frac{1}{4}$ " wide. It is the wider leg that is nailed to the roof edge.

10. The overhanging edge of the roofing strip, which has been trimmed so that it will extend $\frac{3}{4}$ " beyond the $\frac{3}{4}$ " leg of the edge strip, is turned down and around the drip edge strip, after which the three thicknesses of metal are bent down to the roof edge with hand tongs and malletted down to cover and protect the nails fastening the drip edge strip. (Fig. 6)

Model Community

(Continued from Page 26)

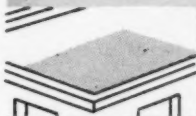
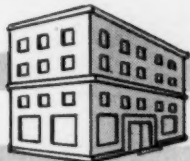
took an ambitious contract to completely remodel the group.

Durham Construction discovered that all the houses lacked bathrooms, gas and electricity. Fourteen families were supplied by a single one-inch water line. There was no foundation or underpinning, and the floors and walls were in terrible condition. In addition, the only heat available came from out-moded oil or coal stoves.

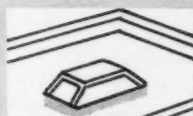
The construction company went to work. After building foundations under all the homes, replacing the old floors and walls with new and installing a complete forced warm air heating plant, new bathrooms, individual $\frac{3}{4}$ -inch water lines, and electricity, the final step for beauty was taken. Interior and exterior wood work and trim were painted, and all outside walls were re-born with red blend insulating siding that looks like actual brick even at "reading distance."



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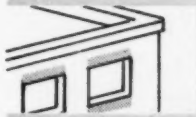
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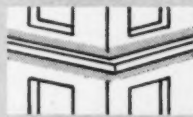
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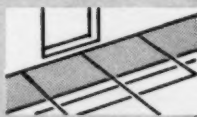
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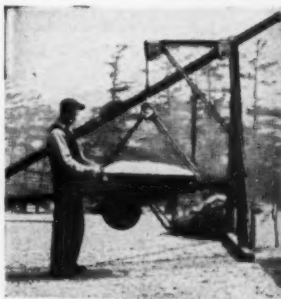
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Buckled Asphalt Shingles

(Continued from Page 23)

ing plant in operation, and doors and windows closed.

Warm, moisture-laden air, rising up through the building, comes at last into contact with the under side of the cold roof, where the moisture condenses and is absorbed into the sheathing, causing the boards to swell. When the sheathing swells, parts of the boards actually move laterally. The shingles, being firmly attached to the boards by nails, must move also and this produces buckles in the shingles.

Buckles caused by this condition do not ordinarily follow any regularity of pattern on the roof. This is because boards, and even parts of the same board, differ widely in density, grain and absorption, and there will also be many points on the deck where lateral movement of edges of boards is prevented by tight contact with adjacent boards.

Therefore buckles due to swelled sheathing generally present a random effect over all or parts of the roof, fre-

quently being much more noticeable on the North or East sides than on the South or West. They may occur in patches or good sized areas in which all shingles in all courses are affected to greater or less extent.

Curing Buckles Caused by Swelling of Sheathing

To a large extent this type of buckling cures itself, it being necessary only to ventilate the attic space for as long a time as required to eliminate the excess moisture from the house. Sometimes exhaust fans or similar means are needed temporarily.

If shingles have been stretched or pulled badly out of shape by the sheathing movement, it may be necessary to make additional repairs in warm weather, such as drawing nails, flattening out shingles and renailling.

Prevention of Buckles Caused by Swelling of Sheathing

1. Install suitable means of permanent ventilation in attic space. This

should include openings in two opposite ends of attic as high up as possible, each having a net area of not less than $\frac{1}{8}$ square inch for each square foot of attic floor area, and these ventilators should remain open at all times.

2. During cold weather construction, while house is drying out, keep interior warm, with plenty of ventilation in upper portion.

3. Use skilled experienced men and see that all details of application (including location of shingle nails) are exactly in line with manufacturers' printed instructions packed in shingle bundles.

SPDA Issues Pamphlet On Bonds & Insurance

The Small Defense Plants Administration has issued a new leaflet called "Business Insurance—I" discussing the various types of fidelity, forgery and surety bonds, and burglary insurance.

Firms wishing to receive these leaflets, the first in a series, may be placed on the mailing list by writing to SPDA, at Washington 25, D.C.



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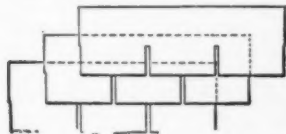
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Asphalt Roof Extra Thick

With an asphalt shingle roof, it's not only the shingles themselves that protect the home.

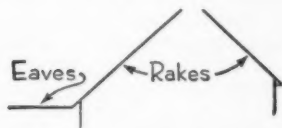
In new construction, vulnerable sections of the roof, particularly the eaves, are covered by as many as four thicknesses of material before any shingles are laid. These increase the weather-resisting ability of the parts that are most threatened by rain and wind.



One asphalt shingle laps over another like this. Most of each shingle is covered by others, giving an extra-thick roof covering.

After the deck has been built, the first step is application of a layer of asphalt-saturated felt. This goes directly over the roof deck boards.

Special reinforcement is recommended for the edges of the roof—the eaves and the rakes. Metal drip edging, which turns down over the sides and ends of the boards, is specified.



The eaves of a roof are the horizontal edges that project over the walls of the building. The rakes are the inclined edges that go from the eaves up to the ridge.

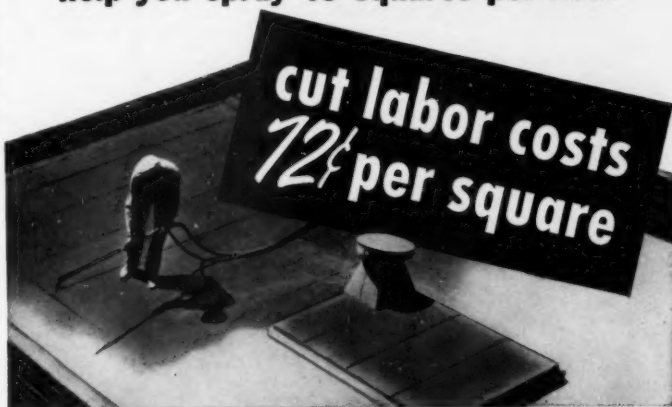
Next is an "eaves flashing strip." Along the eaves line, a strip of asphalt roll roofing at least 36 inches wide is put over the metal edge.

At the eaves line, the fourth preliminary layer of waterproof material consists of a "starter" row of shingles, which go on top of the eaves flashing strip. The first regular shingles—the ones exposed to view—finally are laid on top of this.

The asphalt shingles themselves, of course, are the principal weathertight covering. Three-tab, square butt, strip shingles are the most widely used type of asphalt shingles. As they repeatedly lap over each other, they weigh 210 pounds or more to each 100 square feet of roof area.

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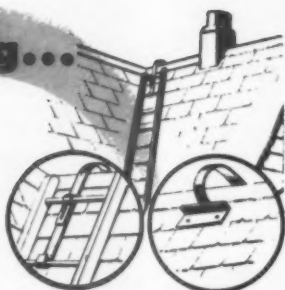


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Now is the time to sell the homeowner on cleaning out his roof drainage system. Point out that failure to remove leaves and twigs from gutters and downspouts can have troublesome and costly consequences during the winter months just ahead.

When the drainage system is clogged, water standing in the gutters may freeze. If this happens, and ice and snow from succeeding storms piles up on the roof, trouble is likely to occur when the temperature is high enough to cause thawing. With the gutters frozen solid, water works its way up the roof and under the shingles where it seeps through the roof deck, damaging ceilings and walls.

Joints in gutters and downspouts should be made secure, and badly rusted and damaged sections replaced.

Fall also is the time of the year to make sure the roof will give weather-tight protection during the winter when snow, ice, high winds, and alternate periods of freezing and thawing give roofs a hard battering. Check the flashing around dormers, chimneys and soil stacks and be sure the flashing is tight. Roof areas adjacent to projections through the roof deck are potential weak points in the roof, and a periodic inspection is recommended to be sure there is no point where water can find its way into the interior.

The large, unbroken expanse of roof isn't likely to give trouble until after it has given many years of faultless service. Ultimately, of course, weather's incessant attack wears out any roof, and when this happens the only practical way to repair the roof is to replace it with a new roof of asphalt shingles. This assures long, economical protection, and new beauty as well because asphalt roofing is available in a wide variety of solid and blended colors to harmonize or contrast with the colors used on sidewalls and trim.

Hyde Opens Sales Office And Warehouse In Chicago

Hyde Manufacturing Company of Southbridge, Massachusetts, makers of precision cutlery and painting and paperhanging equipment, has announced the opening of a new sales office and warehouse in Chicago. The new address is 2934 West Fullerton Avenue, Chicago 47, Illinois. This replaces the previous Chicago headquarters at 1212 Belmont Avenue.

According to the Company, this change has been made in order to provide expanded

facilities that will allow for more efficient customer service. Because of the increased space, the Chicago headquarters will be able to stock greater quantities of Hyde products in a wider variety of sizes and styles. This will result in faster service and deliveries in the Midwest.

The office and warehouse will be in charge of Fred Edgren, who is Sales Manager of the Midwest area. Mr. Edgren, who was largely responsible for the development of Hyde's comprehensive line of painting and paperhanging equipment, has served the Midwest area for Hyde since 1928.

Somerset

(Continued from Page 18)

experienced men, not only in selling, but in construction, and must have a fairly good financial background.

These are a few of the thoughts that come to me. I am sure they are practical ideas. There is no problem in our industry that cannot be solved by cooperation between lending institution, distributor and contractor, and it is high time this be achieved. It is later than you think.

Asbestos Movie

(Continued from Page 18)

safety, durability, beauty and low maintenance among the objectives.

"According to Plan" has been shown as an educational feature by television stations in Chicago, Boston, Philadelphia, Indianapolis, Washington, D. C., and other cities. Additional television showings are scheduled for the summer and fall.

Carolina Roofers Enjoy Record Convention

Roofing and sheet metal contractors in the Carolina enjoyed a most successful convention according to the July issue of "The Carolinas Roofer." They reported:

"With a record-breaking three hundred and fifty in attendance, the Carolinas Roofing and Sheet Metal Contractors concluded their most successful convention at the Ocean Forest Hotel, Myrtle Beach, South Carolina. Participation in the well planned forums and discussions of vital interest to the industry was noticeably better than at any previous meeting, and the discussions on, and decisions made on problems confronting the industry could not

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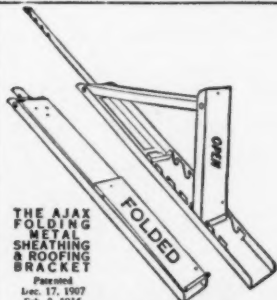
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but be of benefit to all who attended."

"Never in the history of the Association has a committee worked harder to present a program crammed full of interest and information than did Rudy Barnes of Charlotte, N. C. and W. T. Fort of Sumter, S. C., who planned the program, and George Brown of Charlotte, who headed the Entertainment Committee for the Salesmen's Group. These men are to be congratulated on the fine jobs they did in making this a most successful meeting."

"In his Annual Report to the convention, retiring President W. H. Arthur, Jr., of Asheville, expressed his appreciation to the Officers, Directors, Committee Chairmen and members "who have performed their duties so well in carrying on the business of the Association" during the past year. Special appreciation was expressed to Beverly Rose of Durham, for the hard and enduring work in carrying out the duties of Secretary-Treasurer. He has done an excellent job." He further stated that throughout the two Carolinas "there are many qualified Roofing, Sheet Metal and Warm Air Heating Contractors who do not belong to our Association. It is the responsibility of each individual member," he continued, "to contact the contractors in his area and invite them to become affiliated with our Association. I think it is necessary that we obtain more members in order to have a truer representation in the two states."

"It was evident from the report of Beverly Rose, Secretary-Treasurer, that the Association is growing stronger both financially and in the number of members, having added several new members within the past few months. In spite of rising costs the treasury showed a larger balance than in previous years.

What's New

(Continued from Page 31)

the corresponding courses just around the corner, according to the manufacturer.

These corners and frame strips will stand up indefinitely under normal atmospheric conditions, particularly when exposed where will become wet and dry intermittently according to the manufacturer. The oxidized film which forms on zinc when exposed to the weather is adherent to the metal and will not give off anything in the way of color or stain.

Kokomo Korner for wood shingle shakes are claimed to eliminate planing or cutting at corners, and can be used with either single or double course construction. They are furnished in plain or bonderized finish.

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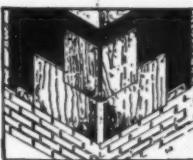
CLASON SNOW GUARDS
Standard for Fifty Years

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& Sons Company**

275 Canal Street, Cartier Building
Providence, R. I.

Write us for Roofers Wholesale Prices

FOR ALL SIDING



You can save time... simplify fitting at corners and windows and door frames... improve appearance and protection with KOKOMO KOR-NERS. Individual zinc corner strips. Won't rust, need only one nail. Fit all Asbestos Siding Shingles and Wood Shakes.

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BUGHER MFG. CO.
Formerly Double Grip Brass Clip Co.

211 SOUTH MAIN STREET, KOKOMO, IND.

Ad Gets Business At End of Fall Season

Instead of following the traditional pattern of taping off promotional activity when heavy winter weather sets in, Home Roofing & Siding Co., 530 Green Ridge Street, Scranton, Pa., gave business a good shot in the arm with an action-getting newspaper ad at the end of November.

IT'S NOT TOO LATE . . . TO RE-ROOF * RE-SIDE AND RE-MODEL YOUR HOME!

HOME ROOFING & SIDING CO.
530 GREEN RIDGE STREET SCRANTON

Will Start The Job At Once!

Cash or 2-6 Terms: YEARS TO PAY	
5.00	100 1 1.00 20
10.00	100 1 2.00 20
15.00	100 1 3.00 20
20.00	100 1 4.00 20
25.00	100 1 5.00 20
30.00	100 1 6.00 20
35.00	100 1 7.00 20
40.00	100 1 8.00 20
45.00	100 1 9.00 20
50.00	100 1 10.00 20

BEST QUALITY MATERIALS
Call 3-1916

For Estimate No Obligation

MAIL COUPON AND SAVE!

NAME _____
ADDRESS _____
CITY _____
STATE _____
ZIP _____

EXCLUSIVE or Share Roofing
• HOME'S ROOFING & SIDING
ROOFING & SIDING

Authorized by mortgage
—paid on to F.R.S. Co.

Insulation _____
Roofing _____
Siding _____
Other _____

Above: Copy of the half-page newspaper ad which last November brought much new business to the Home Roofing & Siding Co., "after the season."

"It's Not Too Late To Re-Roof, Re-Side and Re-Model Your Home," said the ad caption. "Home Roofing & Siding Co. Will Start The Job At Once."

The firm invited telephone calls for free estimates and the ad also carried a mail coupon which the home owner could fill out and send in, asking for an estimate without obligation.

Home Roofing & Siding spotlighted its payment plans which feature terms of as low as \$5 a month. A table was set up to show monthly payments due under jobs of various cost, ranging from \$150 to \$2550.

FARM SIDING MARKET

Special Issue
Coming In October
American Roofer &
Siding Contractor

SPECIAL Introductory Offer On AIR-O-CEL ASPHALTED BACKER BOARD for Re-Roofing and Re-Siding Jobs

TRIAL ORDER
AT A GREATLY REDUCED PRICE
WRITE FOR DETAILS

**FREE
SAMPLE**

**Distributors and Wholesalers:
WRITE FOR OUR SPECIAL DEAL**

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AIR-O-CEL COMPANY
P. O. BOX 62 DETROIT 20, MICH.

THIS FALL you will see...



**...Nationally Advertised
in Consumer Magazines!**

Exclusive territories open for qualified Dealers!

ONE JOB SELLS TEN!
Write for Money-Making details TODAY!

BONDSTONE
Reg. U.S. Pat. Off.
Emco Cement Products, Inc.
Shamokin, Pa.

YES MR. ROOFER



Installed on buildings, signs and other places birds land or roost.

ENDS BIRD SPATTER

Can be applied to any angular or curved surface, cables, etc.



RIDGES, DORMERS
ROOF GUTTERS

Write for illustrated "KNOW HOW"

NIXALITE COMPANY OF AMERICA

115-119 W. 3rd St. Davenport, Iowa, U.S.A.

News of the Month

(Continued from Page 27)

industrial area—near the intersection of Jefferson and Fairfax Avenues.

The main structure is of tilt-up concrete construction with truss roof. A four-truck

wall provides docking facilities for ease of material handling. The main executive offices will also be located at this new address, together with the latest processing and research facilities.



Artist's drawing of Kenitex Corporation's new building in Los Angeles at Jefferson and Fairfax Avenues.

Siding is Firm's Bread-and-Butter

(Continued from Page 19)

with a customer. Occasionally customers change their minds after ordering siding and refuse to accept it. But this never happened to this Mabro delivery man. Sam wisely decided that such a man must be a natural salesman.

Two other star members of the sales force started as members of applying crews. One attracted attention because he always took the trouble to point out the fine points of the job to the customer—the way nails were carefully driven to avoid damaging the mineral coating, the caulking around windows and doors, the even trimming of panels. He instinctively knew that selling and applying a job doesn't make a complete victory. You also must leave the customer completely satisfied, so that other jobs will result from his recommendations.

When you build a sales force with men like this your chances of success multiply automatically. Mabro men don't work for a week, draw their pay and then take a vacation until their money runs out. They stay on the job throughout the year, making a continuing sales effort. Sam Brouman was surprised and pleased to learn that one of his men was out making calls on Thanksgiving Day, a time when many

salesmen wouldn't even think of doing business. This man not only went out, he brought back an order.

The turnover of the sales force is unusually small, reflecting a high type, experienced sales group. Sam Brouman had spent 12 years as a salesman in air conditioning and refrigeration and consequently understood problems of specialty salesmen. One of the highlights of the sales group is that they have learned to love their work, that they co-operate and respect each other as well as the owner of the business.

A stable, aggressive sales force, operating on a year-around basis has contributed much to the growth of Mabro Brothers. The brothers, incidentally, don't leave all the selling to their salesmen. They, too, know the secrets of good salesmanship and use them often. Irving proved this last year when he won General Electric's award as the top appliance salesman in his territory.

Last year the Mabro Company moved into a new two-story building more than five times as big as the building where they started business in 1943. They see this as a logical step in a pattern of progress that will continue for many years. Indeed the most objective observer must agree that they have

ROOFING YARN

ALL TYPES—Several Grades



Cut Lengths

(As illustrated)

Roofing MOPS

(Complete with handles)

TOP QUALITY

Reasonable
Prices

Immediate
Shipment

WRITE TO

JOHNSON PRODUCTS Co.

MEMPHIS, TENN.

Manufacturers of Nationally
Known JOHNSON Brooms & Mops

developed a good recipe for business growth—a stable sales force, a popular bread-and-butter item like insulating siding, augmented by other specialty items and brand name appliances. It's a recipe that works every time, even in a "saturated" market.

Customer Knows

(Continued from Page 21)

workmen averages 15 years and of journeymen, five years.

Such workmen add to the quality of the job and expedite it through the coordination of teamwork. They also make fine, unofficial salesmen. Their personal enthusiasm for their work and their company is communicated to many who talk with them and lays the basis for future sales.

One man, a big, amiable fellow with a friendly grin and a knack of getting along with people, is employed exclusively to deliver materials and clean up after a job when it is completed. He sees to it that the premises are left spic and span when a job is finished and usually makes friends with the owners while he is doing it. Men who snap and snarl, no matter how good their work, are not acceptable to the Illinois Roofing Company which acts on the principle that its customers are its friends.

While a job is in process a company representative calls on the owner and goes over it with him point by point to answer his questions and assure his satisfaction.

From start to finish every effort is made to assure the customer's satisfaction. And pleased customers, sold on the company's excellence, are its best salesmen. Strand estimates that 90 per cent of the firm's residential business is with people who have done business with the company before or who were influenced by company customers.

Customer Gets Free Survey

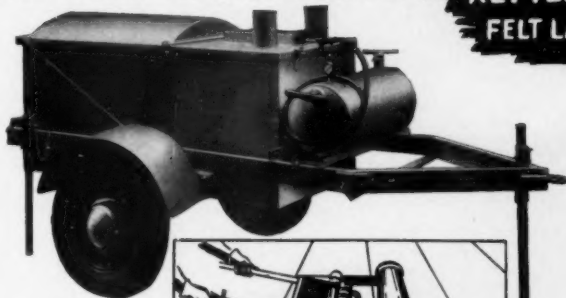
In commercial work the company's policy of complete service is carried out in even greater detail. Each prospective customer is given free, in brochure form, a complete analysis and specification of the job, which includes a detailed drawing, specifications and costs and insurance affidavits. The customer thus receives complete information in black and white with nothing left to doubt.

In making the drawing every square inch of the roof is measured, every detail, no matter how small, is included. An engineer trained in roofing stresses

**A PEACH!
OF A PAIR!** **M** **WORK HAND IN HAND —
TO EARN PROFIT FOR YOU!**

MATT Kettles Cut Carbon Trouble 95%

**MATT
KETTLE and
FELT LAYER**



PAIR these two pieces of MATT equipment together and you have a winning team on all your jobs. The original MATT Felt Layer unrolls and cements 150 feet of felt in less than 1 minute! Think of the saving in time alone! Waste of hot stuff is eliminated because flow is regulated. Felt is laid smoothly — no fish mouths. You also save on yarn. One mop will last over 5000 squares. Order a Kettle and a Matt Felt Layer today. Your men will like the change. Immediate delivery.

90 Gal.
\$350.00

120 Gal.
\$395.00

165 Gal.
\$495.00

230 Gal.
\$595.00

Complete with
Burners and Fenders

WRITE
FOR
CIRCULAR

MATT COIL-LESS BURNER CO. 4015 West Lake Street, Chicago 24, Ill.

**MADE TO DO A SUPERIOR
JOB: R. MURPHY
stay sharp ROOFING KNIVES**

No Play — No Wobbling

R. Murphy "Stay-Sharp" blades, processed from finest tempered steel, are famous for the way they hold up under tough usage. Their hand-honed razor-sharp edges cut the roughest materials easily.

R. Murphy Knives completely eliminate any play or wobbling because of the precision riveting of blade and handle . . . the latter custom-designed for proper grip.

For the *steepest, cleanest, easiest* cutting roofing knife—ask for R. Murphy "Stay-Sharp" Knives at your Roofing Supply or Hardware Store.

There's an R. Murphy Knife for Every Purpose. Write for FREE catalog showing the complete line.

Tested Quality for over 100 Years

**R. MURPHY'S
SONS COMPANY**

AYER,
MASSACHUSETTS

R. MURPHY *Knives*

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and strains, supervises and checks the analysis.

The insurance affidavit lists the policy numbers and amounts for workmen's compensation, public liability and property damage. Manager Strand estimates that 50 per cent more contracts have been signed under this procedure than when the letter form of contract was used.

"In many cases of open bidding when we were not the low bidder, our careful analysis and brochure form got us the contract," he says.

"High level selling of this type has increased both our price and our profits—we ask more and get more."

The firm works to keep its profits at the maximum by efficient operating methods and a continual search for new and better ideas of management.

One effective efficiency practice is a cost sheet in triplicate worked out by Strand from suggestions he heard made by contractors at roofing conventions.

On this sheet, material taken, used, and returned is listed with the price and cost. A description of the job is given and labor on the job listed as to name, hours, rate and amount of pay. Also listed is the total amount of material and labor, together with company insurance, commission selling price, cost and profit.

One copy of the cost sheet is kept in the office. The second sheet is given the truck driver to load from; and the third sheet is given to the job foreman.

Through use of this form men can be moved quickly with little loss of time or effort. In addition the truck driver checks his load against the sheet and the foreman checks his materials and labor. When these sheets are returned to the office to be compared with the first sheet, they form an excellent cross check of the entire operation.

"It's easy to get in the roofing busi-

CLASSIFIED ADVERTISING

HELP WANTED

WANTED: A MAN to help promote a roof paint business established in 1897. Will share profits, not much capital needed. Write to Box 356, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Ave., New York 16, N. Y.

FOR SALE

ROOFING & SIDING BUSINESS, plot 50' x 175'; building 25' x 125', complete with 4 trucks, inventory, etc. \$40,000. Terms. Sales \$135,000, high net. Retiring. Westchester Business Consultants, 300 Huguenot Street, New Rochelle, N. Y.

ness. All a man needs is a truck and hammer—but it takes hard work and know-how to stay in," says manager Strand.

"We base our business on reputation—something you can't buy or steal. We don't use spectacular promotion methods and we have a special horror of such chiseling as the "model home" rackets. We believe that good work, good materials, good service and good will are the best sales promotions possible.

**Ready Made
ROOFER'S MOPS**
Roofers' Map Yarn, Cut Lengths
E. L. HILTS & CO.
Box 2384 Hickory, N. C.

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Keeps you up to date on happenings in the Asbestos Industry.
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DOUBLE YOUR PROFITS ON EVERY Roofing and Siding Job Stan-Gard Pigeon and Bird Repellent

Easily sold along with your regular jobs.

- Every job a prospect • No maintenance
- Easy to sell • High mark-up
- Double your profits on each sale

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New York 33, N. Y.

th

Color

More and more roofers are reporting that the wide color selection of Certain-teed Thick Butt asphalt shingles is helping to clinch many of their sales.

Homeowners are impressed with the general features of this asphalt shingle—especially its fire resistance and economy—but what really makes it easy for you is the extensive choice of colors available.

In addition to Certain-teed's famous line of beautiful colors and blends, Thick Butts are now made in new pastel blends—pastel green, pastel brown, and silver blend. All America is reading about and asking for these blends—and Certain-teed has them!

Close your next sale with Certain-teed's famed Thick Butt colors and blends



Certain-teed

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Quality made *Certain*... Satisfaction *Guaranteed*

CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

EXPORT DEPARTMENT: 100 East 42nd Street, New York 17, N.Y.

ASPHALT ROOFING • SHINGLES • SIDINGS

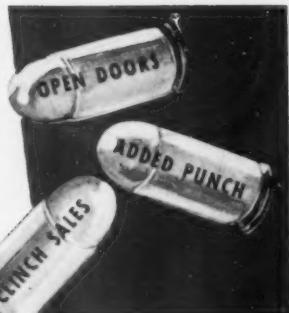
ASBESTOS CEMENT ROOFING AND SIDING SHINGLES

GYPSUM PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS

ACOUSTICAL TILE INSULATION FIBERBOARD

roofing - siding - insulation CONTRACTORS

Here's **AMMUNITION** to help you
sell more of your own products!



with the amazing new

Alumatic **ROYAL**
ALUMINUM COMBINATION STORM SCREEN DOOR

that you can sell for **\$49.95**
to homeowner

**HIGHEST QUALITY!
LOWEST PRICE!**

SPECIAL ALUMINUM JAMB

Makes door work smoothly without annual refitting.

COMPLETE WITH HARDWARE

Each unit complete with hinges, latches, closure, and bottom expander.

WEATHER-SELECTOR PANELS

Two interchangeable storm sash and two screen panels. A combination for every kind of weather!

Check
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Extra
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- One price for any standard size door!
- Completely assembled, ready to install!
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- Good Housekeeping Seal of Approval!
- Highest quality in every respect!

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SEND FOR YOUR SAMPLE TODAY!

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EASTERN ALUMINUM Bldg. Division, M. A.
BY CHAIRMAN, Aluminum Bldg. Division, M. A., WILSON, Ontario

Alumatic **CORPORATION OF AMERICA**
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Your new combination door looks hot to me!

- ☐ Send me more information on this new door.
- ☐ Send me more information on your complete line.

Firm

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AR-9-57